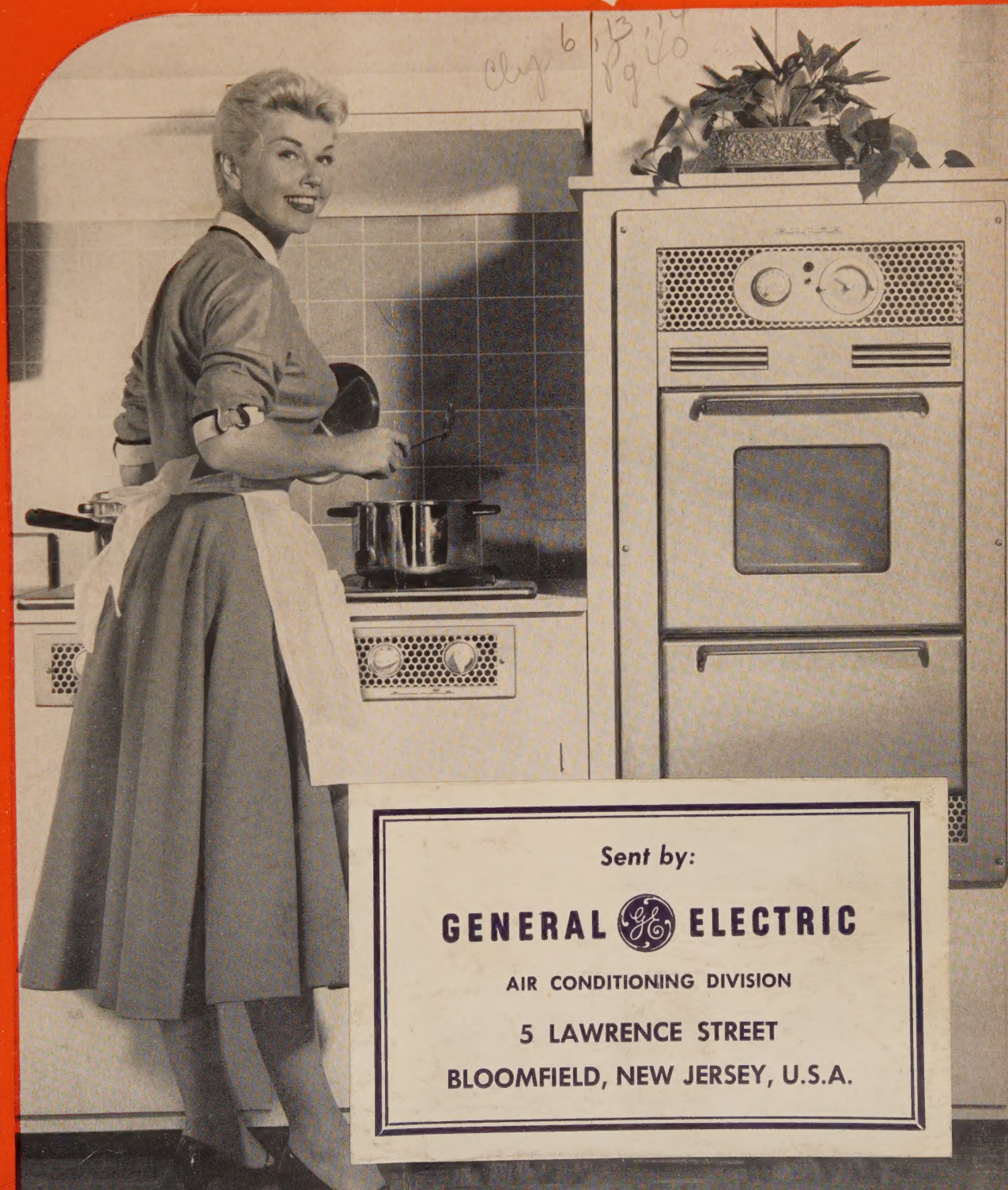
AMERICAN GAS ASSOCIATION

Monthly



Sent by:

GENERAL ELECTRIC

AIR CONDITIONING DIVISION

5 LAWRENCE STREET

BLOOMFIELD, NEW JERSEY, U.S.A.

FEBRUARY
1955

Look to GAS for the smartest ranges of all

f you choose Gas, you can be sure of this: years from now, your new utomatic Gas range will still be the last word. Inside and out, it offers ou a clean sweep of surface that's both handsome and functional. You et such special Gas advantages as smokeless broiling, instant on-off heat, he evenest baking in the world. And you often get delightful extra sur-rises. The range shown above, for example, has a barbecue meat oven in ddition to its regular oven—a built-in griddle on the top. Add the blessings f automatic cooking, automatic timing—and what more could you want n a range? Yet the new automatic Gas ranges cost less to buy, less to use, ess to install.

AMERICAN GAS ASSOCIATION

Only Gas gives such matchless performan

GAS—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incin

Doris Day, star of "Young at Heart", poses with built-ins from kitchen scene in movie

A YEAR has passed since ten cities throughout the country began their Action Demonstration Programs under the direction of the Gas Industry Development Committee. Definitive results are not yet in but significantly all ten cities will continue the program. A summary of early indications resulting from the planned campaigns begins on page 2. . . . Another important aspect of the gas industry's promotional efforts got underway last month with the official opening of this year's Mrs. America contest. For a preview of what some of the participating companies are doing, turn to page 11. . . . With Spring in the offing, preparations are being made for Section conferences. Plans for the annual Distribution meeting are announced on page 27, and a program outline for the first General Management Section Spring Conference is on page 19. . . . A scrutiny of Association activities and industry needs, particularly in relation to PAR activity, Gas Industry Development and Public Information, is being made by the Board of Directors and the Executive Committee. Basis for the study is a report by Fuller, Smith & Ross, the agency which has conducted a survey among member companies. Respective committees concerned have been asked to consider the report and its implications to their work.

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Test cities' programs prove undesirable sales trends can be counteracted

After one year of Action Demonstration

By HERBERT C. MENDELL
American Gas Association

What have the Action Demonstration Cities proved after one year—to themselves and to the industry? Very few of the participants in the "test city" program had expected to be able to show much tangible results in the first year of operation. The fact that many of the participants are able to report definite progress and appliance sales increases in the test areas is indicative that the program is taking the right approach towards more gas appliance acceptance.

What the companies involved in Action Demonstration Program have proved to themselves is that undesirable sales trends can be slowed down, stopped and even overcome. They have proved to themselves that proper application, organization and the use of the right tools can produce the desired results. This includes the re-evaluation of the operational standards in all divisions of the company.

When the sum of the experiences of the ten demonstration cities are considered, substantial proof is available to the industry that every company can apply its efforts individually as well as cooperatively, to assure a continuing and dynamic demand for gas and gas appliances.

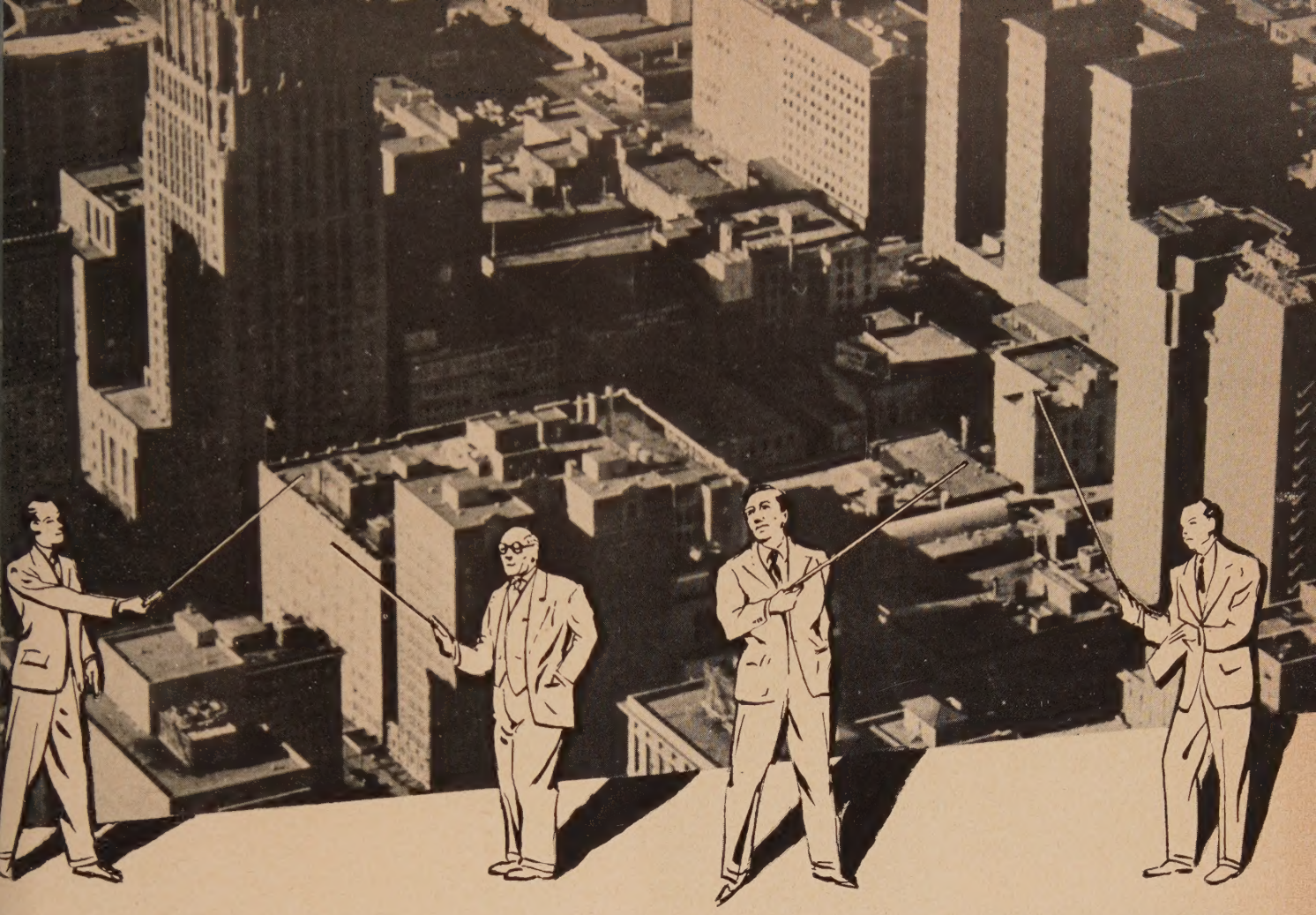
The ADP companies all believe that 1955 will indicate more definitely the extent that existing trends can be reversed to favor expansion of the use of gas and gas appliances. Certainly, they will know much more of any changes in consumer attitudes when they re-survey their markets in 1955. Some of the companies involved in this program have already stated that they will make such a "testing" operation a continuing process to try out new ideas and methods on a low cost basis, before using them throughout the system.

Trends national

The patterns and trends that emerged from the ten local market surveys undertaken by the ADP members proved to be national in character. The sales trends and stated consumer preferences and buying expectation were similar, although different by degree, in all types of areas and geographical locations, regardless of whether a company was serving a premium or underpriced fuel.

It was quite evident from these results (and other surveys made throughout the industry) that the type of operation needed was two-pronged—on a local basis in cooperation with dealers and manufacturers, and on a national basis with coordinated advertising and promotional programs. It was also evident that every department and company employee would be called upon to help in this uphill fight.

Two major results are immediately apparent in nearly all of the ten "test" demonstration cities. They are (1) the



quick lift in sales and general working efficiency due to employee enthusiasm and (2) a large increase in number of dealers who are now featuring gas appliances of top quality and even displaying them "live" in prominent spots on their sales floors.

The other tangible results, besides those of solid sales increases compared to other parts of the system served by the company, are (3) a gaining of a greater proportion of the new housing market for *all* gas appliances, (4) more effective advertising due to the knowledge gained from the market surveys and (5) the tremendous increase in gas appliance advertising linage, in many cases due to the introduction of cooperative advertising with dealers and manufacturers.

The intangibles, of course, are more difficult to judge, but all of the action city representatives definitely feel that the program has enhanced the public relations of the company and increased general appreciation of the modernity, cleanliness and desirability of gas as a fuel.

Counteract declines

One company in the Program experienced slight declines of appliance sales in the system throughout 1954. Its "Action" city sales, however, were above system-wide percentages on air conditioners, circulating heaters, ranges and water heaters, even with a sharp reduction in advertising of appliances sold by the company in lieu of heavier institutional advertising and dealer sales promotion. The remainder of the company effected no such changes in advertising.

Benefits of this activity are reflected in the 176 dealer ranges sold during a two-month campaign early in the year as compared to 216 ranges sold during a slightly shorter campaign near the end of the year. One large dealer reported a 50 percent reduction in his electric range volume, and another reported the sale of 51 gas ranges and four electric ranges during the last campaign.

Some volume sales to builders have been effected and others are expected as result of intensified effort in the builders market.

Here are some figures from another company covering the first 11 months of 1954 for gas company sales:

While range sales decreased 6.5 percent in the demonstration city, the company's other service areas experienced a 23.8 percent decrease.

While gas refrigeration sales in the test city decreased 29.1 percent, other areas had a 43.1 percent decrease.

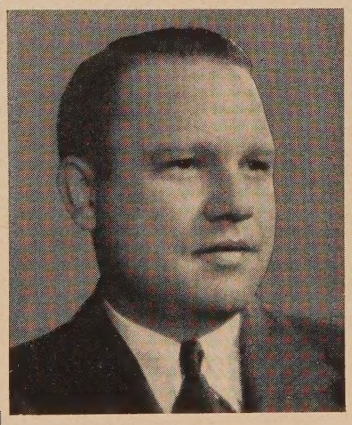
Gas dryer sales *increased* 52.5 percent in the test city, and decreased 3.5 percent elsewhere.

Water heater sales increased 25.8 percent in the test city against a 16.8 percent decrease in other areas.

Incinerator sales increased 239 percent in the demonstration city against a 11.6 percent decrease elsewhere.

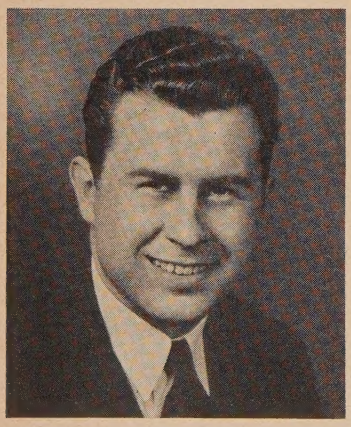
SAVANNAH, GA.

C. B. Reinschmidt, vice-president, South Atlantic Gas Co., Savannah, heads his company's ADP program



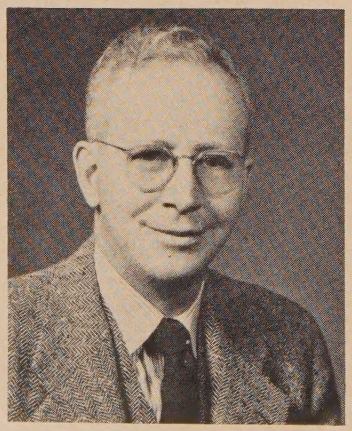
FORT WAYNE, IND.

J. C. Sackman, general sales manager, directs ADP activities for Northern Indiana Public Service



SPRINGFIELD, MASS.

In the Berkshires, the ADP man is R. M. Brigham, assistant vice-president, Springfield Gas Light Co.



LANSING, MICH.

ADP activities are run by C. A. Mulligan, vice-president, Consumers Power Co., Battle Creek

Originally, six special campaigns had been planned for 1954, but an extra dryer campaign was added due to the tremendous success of the first one.

Based on the results obtained in the ADP city, this company has already started to include similar activities in other areas served.

Dealers generally were not pushing gas appliance sales in the test city prior to 1954 and consequently sales for 1953 are not available. During 1954, with the exception of gas refrigerators, campaigns conducted in their behalf were highly successful. Dealer gas unit sales for 11 months in 1954 were 2.3 times company unit sales.

One prominent national sales outlet wrote: "This is a note to let you know how much we appreciate the promotions on gas appliances this year, and hope you continue them in 1955. The promotion has really changed the ratio from electric to gas, especially in dryers and ranges.

"We also appreciate your home service calls. They are a great help in keeping our customers sold."

Another company reported demonstration city 1954 sales breakdowns well ahead of 1953, while the system generally has given evidence of declines:

Company Sales	Test City
Floor sales	up 25.5%
New Construction sales	up 269.2%
Quantity sales	up 11.5%
Builders, architects and plumbers	up 7.7%
The average increase	up 44.2%

Major Dealers Sales	Test City
Ranges	up 12.6%
Water Heaters*	up 13.0%
Dryers*	up 300.7%
Househeating*	down 10.1%†
Refrigerators*	up 7.4%

* 11 months.

† This company has nearly 100% gas heating saturation.

In still another company, dealer water heater sales for a two month promotion in 1954 were 86 percent *above* 1953. The cost to the company per dealer unit sold in this promotion was near $8.75.

Appliance sales in one more city have shown gratifying increases. When results are compared between the demonstration city and three other system cities of similar size which are being used as controls, the results strongly favor the former:

COMPARISON OF COMPANY APPLIANCE SALES, 1954 and 1953

(In Dollar Volume Per Residential Meter)
First 11 months of the year

Action City	1954	1953	Loss or Gain 1954
Action City	$8.96	$8.20	$+ .76 or + 9%
Control City #1	6.71	7.03	— .32 or — 5%
Control City #2	3.69	6.26	—2.57 or —41%
Control City #3	3.51	6.02	—2.51 or —42%

The action city's sales were generally up 9 percent over 1953, while the average sales for the other comparable cities were down 24 percent.

An idea of the differences in individual appliances can be seen from the following:

COMPARISON OF COMPANY UNIT SALES, 1954-1953

Per Residential Meter

	Ranges	Refrigerators	Water Heaters
Action City	+64 %	—20%	+29 %
Control City #1	+38 %	—34%	— 0.04%
Control City #2	—35 %	—97%	Same
Control City #3	— 0.9%	—65%	—52 %

Begin search for new "Mrs. America"

Entrants at right are typical of response expected as 1955 campaign starts

a PAR activity

State by state, town by town, the more than 80 gas companies in the Mrs. America promotion this year have mapped out their campaign plans and are launching their local contests in a search for the homemaker best suited to represent them in their state finals. State winners will compete in the national finals in Florida in May.

Nationally, this year's contest was given an official kick-off at a press party held January 26 at the St. Moritz Hotel in New York by American Gas Association and the sponsoring gas appliance manufacturers—Gas Appliance Manufacturers' Association's domestic range division, the John Wood Co., Robertshaw-Fulton Controls Co., Whirlpool Corp., and Servel.

Representatives of all the newspaper syndicates, radio and television people, the gas industry trade press, and reporters for the New York newspapers came to the press party to meet the current Mrs. America—Mrs. Wanda Jennings of St. Louis—and to hear the announcement of plans for the coming contest.

Armed in many cases with experience gained from running a Mrs. America contest last year, the participating gas companies are expanding their plans for this year's promotion. They are distributing application blanks by the thousands, scheduling newspaper advertising to rouse interest and entries for the contest, and planning gala finals in local hotels, theaters, or their home service auditoriums.

Washington Gas Light Co., which last year ran an excellent contest promotion with the cooperation of the local television station, is again using television to focus attention on its finals. The gas company auditorium will be the scene of the finals on April 16, with a remote television pick-up in the District of Columbia. Television segments of the semi-finals and finals will be simulcast over NBC facilities for broader coverage through radio, according to Robert H. Lewis, advertising manager, who is directing the capital's contest.

The California finals, with four companies in the state backing the contest, will be a gala affair in the Coconut Grove of the Ambassador Hotel, Los Angeles, from one to three the afternoons of April 19 and 20.

Southern Union Gas Company, which is conducting the New Mexico contest and collaborating on the Texas contest with United Gas Corp., has worked out detailed plans for all its divisions and towns that take the promotion into every corner of its territory.

"As you see," says Allen Schrodt, sales coordinator, in sending in a copy of the company's contest manual, "we are going to carry this thing to every hamlet and village in the belief that it will pay off in better public relations for Southern Union and the gas industry."

The manual is a complete how-to-do-it book on the Southern Union contest, adapted from the "Mrs. America How-to-do-it Manual" sent out to all participating gas companies by A. G. A. and with local information added.

In the book, Southern Union gives its offices a suggested timetable that begins with contacting possible judges back in

nsell Hillyer, South Atlantic Gas , is sponsor of the Mrs. Amer- promotion, acting for A. G. A. motional Planning Committee

● The Mrs. America contest in this second year of gas industry participation has developed into a really big promotion, gaining in both size and prestige.

By this time in the current contest gas companies all over the country, from New York to California, representing well over 10 million gas meters, have embarked on the first stages of the search for the nation's most representative all-round homemaker. And in all cases, these local contests will generate a great deal of good will and publicity for the gas companies involved.

The winners in the 40 states where the contests are being run by A. G. A. and its members will gather in Florida in May for the national finals. Newsreel, newspaper, radio, and television publicity accruing from this event will go out all over the nation, and will identify the gas industry and automatic gas appliances with modern homemaking.

The Mrs. America contest may well become the gas industry's most important promotion.

Some industrywide shoulder-to-shoulder effort, and a new Mrs. America who will be as excellent a "gas salesman" as the current titleholder, and the contest will continue on its upward path, bringing in greater and greater benefits for the gas industry.

Judging from the 4,000 application blanks that have come in to the Mrs. America headquarters at A. G. A. alone, interest in the contest has grown tremendously this year, indicating an extremely favorable reaction to the gas industry's revamped Mrs. America contest.

If your company has not yet signed up for the Mrs. America contest, it's still not too late to get in—and cash in—on this big gas industry promotion.

December and follows through on each step of the promotion up through homecoming arrangements in the event one of their candidates arrives home after the national finals in May as Mrs. America of 1956.

The New Mexico state finals at Albuquerque will see four candidates vying for the state title. They will be Mrs. Albuquerque, Mrs. Northwestern New Mexico, Mrs. Northeastern New Mexico, and Mrs. Southeastern New Mexico, the last three will have come up through area eliminations after having won a title in their home towns.

At the Texas finals Mrs. Port Arthur, Mrs. Galveston, Mrs. Austin, Mrs. El Paso, Mrs. West Texas, and the finalists from United's territory will compete for the chance to go to the national finals.

Offers club awards

Southern Union is enlisting the support of clubs and other organizations for the contest by promising $50 to a club if the member they sponsor wins the local title of Mrs. Hometown. A tentative newspaper advertising schedule, in some cases tied in with appliance promotions, runs from January through mid-March.

In New York State, The Brooklyn Union Gas Company is planning a bang-up promotion featuring a "Battle of the Boroughs" between Brooklyn and Queens, in which boroughs its properties lie. The company is enlisting the support of two newspapers, the *Brooklyn Eagle* and the *Long Island Press,* to take sides in the competition and lead the offensive.

Mrs. Brooklyn and Mrs. Queens both will appear in the state finals with the candidates selected by the upstate gas companies—Rochester Gas & Electric Corporation and Binghamton Gas Works—that are participating.

"Titles will be passed out right from the opening clatter of pots and pans in Brooklyn and Queens," promises Alan Smith, who is guiding Brooklyn Union's contest plans.

The company plans to stay in the background as much as possible, during the contest's early stages, working through women's clubs, church groups, and other organizations, to make the affair a community project. Wherever possible, the first eliminations will be held under the supervision of the local group, although individual applications will be scrutinized by Brooklyn Union's home service section under the direction of Home Service Director Ruth B. Soule, Mr. Smith explained.

Then such contestants as Mrs. P.T.A. of School 196 and Mrs. First Presbyterian Church of Jamaica will be pitted against one another in the next elimination.

The New York State finals will be held at the Paramount, Brooklyn's largest motion picture theater, which seats about six thousand. Arrangements are being made to have the finals telecast over WPIX. The theater will take part in the promotion by offering entry blanks and putting up lobby displays.

To spur interest in the contest, Brooklyn Union has arranged a tie-in on a $40,000 home to be awarded as a grand prize by the Catholic War Veterans at the annual Long Island Home Show. The gas company will equip the home, christened the "Mrs. America Blue Flame Home," with all gas appliances from gas air conditioning to a gas incinerator and gas laundry. Entries for the Mrs. America contest will be solicited from the 250,000 persons expected to visit the model home. The contest will also share in any publicity the house receives.

The three Pittsburgh companies—Peoples, Equitable, and Manufacturers Light & Heat—have laid out plans for a contest featuring 45 kick-off ads, a civic approach, and 40 separate contests leading up to a Western Pennsylvania finals at Soldiers and Sailors Memorial Hall, with a seating capacity of 2,500, according to Carroll Miller, Jr., of Manufacturers.

Stress dealer tie-in

Ads will urge Pittsburgh women to get an entry blank from any nearby "Registered Gas Appliance Dealer". Complementing the newspaper ads, the gas companies will sponsor a series of 20-second and one-minute radio spot announcements plugging for entries. On television, "Kay's Kitchen," a high-rated program sponsored by the gas companies, will carry the ball.

The Pittsburgh companies are laying great stress on the dealer tie-in, and plan to award prizes for the dealer as well as for the contestant.

"I am confident," says G. M. Smith, Equitable's manager of dealer coopera-

(Continued on page 20)

Builders tour model homes

Gas utilities and appliance manufacturers join with Home Builders Institute to show other Californians how Los Angeles builders merchandise, promote homes

California home builders came to Los Angeles for a first-hand view of the building methods and merchandising activities of the Southern California metropolis' leading home builders.

During the two-day "Operation Builders Tour", the visitors not only saw the latest in promotional displays and model homes but were also made aware of modern gas appliance installations. Built-in gas appliances in particular provided a powerful antidote to competition.

In all, 33 prominent home builders from San Francisco, Oakland, Sacramento, San Jose, San Diego and San Lorenzo made the tour as guests of the Home Builders Institute of Los Angeles. Co-sponsoring the project were Southern California Gas Co., Southern Counties Gas Co., gas appliance manufacturers and building materials companies. The Pacific Coast Gas Association gave its support to the promotion and Pat Nicholson, A. G. A. Hollywood Bureau representative, also participated.

The visiting builders spent a busy two days. On the morning of the first the group visited the new Hilton Hotel in Beverly Hills; toured a gas range manufacturing plant, the Western Holly in Culver City; and had lunch at the Farmers' Market.

Full schedule

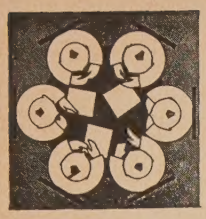
During the afternoon they viewed a model home in Westchester, inspected a development at Grandview Hollypark and saw a group of completely furnished model homes.

On the second day the builders were briefed on the merchandising and promotion plans of the Buena Park development and visited three other groups of model homes. These included the La Mirada Woods, Parkwood La Mirada and Sun Gold developments.

The tour wound up at Coachella Valley Farms with the inspection of a Barker Bros. furnished model 2½-acre farm.

According to spokesmen for the Home Builders Institute, the outstanding contribution to the success of the project was the repeated demonstration of benefits to be derived by the entire industry through planned cooperation and collaboration between builders, public utilities and home furnishers.

For the gas utilities and gas appliance manufacturers, the venture proved to be an effective way of bringing home to builders modernity of gas appliances and the sales stimulation resulting from their use as part of a merchandising package.



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons
Assistant to the Personnel Manager
Philadelphia Electric Company

● **Writing contest helps company prestige**—Public relations people are keenly aware of the prestige value of articles written by technically qualified employees. But it is hard to uncover good stories and competent authors.

Dravo Corp., Pittsburgh, sponsors an annual "Technical Papers Competition" and gives $1,200 in prizes. Qualifying material must be (1) related to Dravo's operations, (2) presented in such a way as to increase company prestige, (3) actually authored by the writer.

Dravo's advertising department gives assistance all the way from helping to develop the original idea to corresponding with editors. It also provides writing assistance, photographs, slanting, editing, selection of media.

● **What about "Moonlighting"**—"Moonlighting" is the term used to describe afterhours employment taken by employees to supplement their income. There seems to be an increased tendency by employees to take these extra jobs on evenings, weekends, or both. This practice is apt to be more widespread than many employers realize, since a supervisor may be unaware of it until he runs across one of his employees working after hours in a filling station, restaurant, or even for a competitor. However, some employees may be considered in a different category, for example, those who pursue a profitable hobby or who manage to get paid for doing something they would do anyway on a volunteer or amateur basis.

In some cases, having a definite rule against moonlighting can create considerable unpleasantness and poor morale, as employees resent having their outside activities questioned. Many employers have taken no formal action to forbid or discourage this outside employment. They prefer to deal with each individual case as it comes up.

The consensus is that, if they discover an employee's work is suffering because he is holding two jobs, (1) the employee's supervisor will discuss it with him, (2) if that does no good, the supervisor will call in the industrial relations department; and (3) as a last resort, the employee is discharged if he persists in doing outside work that is interfering with his regular job.

● **Wooing job applicants**—Don't make the mistake of expecting fringe benefit programs or even a high wage scale to be the most important factors in leading job applicants to your door. These are the implications of an important new study entitled "Hiring Practices and Labor Competition" published by the Industrial Relations Section of Princeton University.

These conclusions resulted from a study of the impact of the new U.S. Steel Fairless plant in Morrisville, Pa., on the wage scales and personnel policies of 80 firms in the area. Factors that attracted the most—and the best—recruits were (1) the companies' need for new employees, and (2) personal relationships in the plant. In other words, if your company really needs additional workers, and your employees know about it, they'll be the most effective agency for enticing job applicants. Relative wage scales and fringe benefits become of more importance to employees only after they work for you for a few years.

● **Military service not equivalent to on-the-job training**—When a union contract provides that promotions to higher-job classifications depend on time on the job, employees who enter the armed forces before completing such training cannot count the time in military service toward the promotion requirement (Lee v. Union Pacific Railroad). All the reemployment law guarantees the returning veteran, ruled a U. S. District Court, is the job he had on entering service, not a job he might have received if he had stayed at home.

● **How to Improve Your Executive Performance**—An article by Lester R. Bittel in the December, 1954 issue of *Factory Management and Maintenance* presents several stimulating ideas to increase your personal effectiveness. He makes common-sense statements displaying some important characteristics of the employee known as an "executive".

The executive should be a harsh judge of his abilities with a knowledge of his capabilities and limitations. He should quit dashing around putting out fires. He should quit wearing those six hats and begin delegating responsibilities to others. Several other improvements are described in the article and concern the following: avoid crisis decisions; distinguish big from little problems; rely on others for counsel and advice; use good communications; set up guides for handling human relations problems; develop concentration; take some action more slowly; and don't cultivate ulcers by expecting to be completely right all the time.

● **NLRB rulings**—*No circulation of altered sample ballots*—The NLRB rules that it will set aside any election in which a sample ballot is circulated unless the same ballot is completely unaltered in form and content (Tube Reducing Corp.).

500 percent raise in union initiation fee not excessive—An increase in union initiation fee from $5 to $25 during the term of a "modified union-security contract" is not a Taft Act violation under existing policy, NLRB General Counsel Bott holds in an administrative decision.

Under past decisions, the test of whether a union initiation fee is excessive appears to be somewhat elastic. Among factors considered have been the relation of the fee to the beginning wage of employees in the shop, and the percentage of increase. Thus, in a case where the average beginning wage was $36 per week, a uniform initiation fee of $50 was held not excessive. In another instance, where employees were earning less than $1.25 an hour, a 500 percent increase (from $3 to $15) was approved, and an increase of 800 percent (from $3 to $25) for those earning more was held not to be excessive or discriminatory "under the circumstances".

The law provides, in Section 8 (b)(5), that it shall be an unfair labor practice for a union to require of employees covered by an approved union-security clause, as a condition to becoming union members, payment "of a fee in an amount which the Board finds excessive or discriminatory under all the circumstances".

Under this provision of the law and the cases cited by the general counsel, the fee increase in the present case "cannot be said to be excessive", and since there is neither claim nor proof of discrimination "issuance of an 8 (b)(5) complaint is not warranted".

In this case, involving an engineering and research company and a local of AFL Machinists, the average beginning wage of employees is $46 per week. The increase in initiation fee is 500 percent ($5 to $25), which brings it within the precedents.

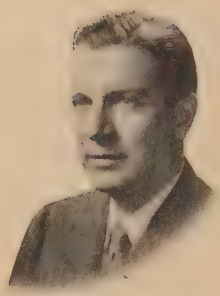
The contract under which the parties are operating is their second two-year agreement. The union-security clause has a 60-day waiting period. During negotiation of this clause, a management spokesman asked if the union would agree to specify in the contract the amount of its initiation fee. The union representative replied that the union would not be "unreasonable" and that it always was "fair". He mentioned a fee of $7.50 or $10 in this connection, and the employer negotiator "inferred from this that any change in fee would be reasonable, dropped his request to specify the amount of the fee in the contract, and the agreement was executed." The contract became effective in August, 1953.

In January, 1954, the union notified the company of the fee raise from $5 to $25. In describing the facts of the case, the general counsel's digest says:

(Continued on page 44)

Set Spring Management Conference

Chairman W. L. "Larry" Shomaker is Northern Natural Gas Company vice-president



W. B. Tippy, in charge of arrangements, is executive vice-president, Commonwealth Services

Guest speaker Dr. J. R. Dunning, Columbia engineering dean, pioneered in U. S. atomic work

Management development will be the theme of the first Spring Conference sponsored by the General Management Section of the American Gas Association, according to Larry Shomaker, vice-president, Northern Natural Gas Co., section chairman. The conference will be held March 21-23 at the Hotel Netherland Plaza in Cincinnati.

General Sessions will be held each of the three mornings. The committee on arrangements under W. B. Tippy, Commonwealth Services Inc., has assembled an imposing group of speakers from within and outside the industry. They will present subjects in the seven fields—accident prevention, purchasing and stores, rates, economics, corporate secretaries, competitive services and insurance.

William Paton, University of Michigan, will talk on "Economic Incentives in a Regulated Gas Industry", at the Monday session. F. M. Banks, president of A. G. A., and president, Southern California Gas Co., will address the Tuesday general session. A panel headed by Dean Richard Donham, Northwestern University, will discuss economic phases of gas industry management. Panel members include: William Caples, vice-president, Inland Steel; A. W. Conover, president, Equitable Gas Co.; and F. H. Kirkpatrick, assistant to the vice-president, Wheeling Steel Company.

At the general session on Wednesday, Dr. Robben Fleming, University of Illinois, will present "Management Responsibilities in the Area of Labor Relations". John Hines, vice-president, Equitable Life Assurance Society of America, will speak on the economic implications of extending fringe benefits.

Luncheon meetings will be held on Monday and Wednesday. On Monday the feature is a "get-together" gathering with no speaker. Dr. John R. Dunning, Columbia University, will be the guest speaker on Wednesday. He has played a key role in America's atomic energy program.

Afternoon sessions will be devoted to individual programs of seven committees. Leo Nuhfer, Peoples Natural Gas Co., Pittsburgh, will preside at meetings sponsored by the Accident Prevention Committee. Earl H. Eacker, president, Boston Consolidated Gas Co., and immediate past president of A. G. A., will speak at this committee's luncheon meeting Tuesday. The program will include a panel on accident prevention with representatives from the insurance, personnel and purchasing and stores committees.

Subjects to be presented at the Purchasing and Stores Committee's meetings include centralization, small purchases, material testing, stock control, selection and training of personnel, package standardization, and handling of materials. Subcommittee chairmen presenting reports and papers include: John F. Quigley, Arnold Altenhofen, Cecil O. Ellis, H. D. Dusinberre, John C. Sims, Wilton L. Brown, T. S. Dunstan, and Carl H. zur Nieden. The program was arranged by R. I. Highgate, committee chairman, assisted by E. F. Hawkesworth.

Tom H. Wheat, Transcontinental Gas Pipe Line Corp., has arranged a timely program for the Corporate Secretaries meeting. Homer A. Severne, vice-president, John Hancock Life Insurance Co., will speak on public utility financing by insurance companies. Philip West, vice-president, New York Stock Exchange, will explain the part the Exchange plays in financing today's business. I. I. Gardescue, Washington consultant, will review regulation trends of the Federal Power Commission.

Other speakers include George K. McKenzie, vice-president and secretary, The Flintcote Co., who will discuss relationships between corporate secretaries and the Securities and Exchange Commission. John Childs, vice-president, Irving Trust Co., and a panel of financial advisors and analysts will analyze annual reports.

The Rate Committee and the Committee on Competitive Services will hold a joint luncheon meeting moderated by George A. Morgan, The Peoples Gas Light and Coke Co., Chicago, and John R. Gardner, Central Hudson Gas & Electric Corp., respective chairmen. Walter J. Herrman, Southern California Gas Co., will speak on accelerated processing of rate cases. Charles A. Ashby, Stone &

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Action demonstration

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During the 1954 Old Stove Round-Up another of the companies involved in ADP offered dealers a cooperative advertising plan which provided for the payment of 25 percent of the dealer's costs on any ads run during the promotion. As a result, 17 dealers participated in a special newspaper section and during the month of September newspaper advertising space devoted to ranges and water heaters totaled 2,514 inches for gas and 202 inches for electric. This compares to the previous month's 1,163 inches for gas and 1,108 inches for electric.

Still another company, also experimenting with cooperative advertising, offers liberal allowances to any dealers who will conduct special gas appliance promotions in the test area. In the first quarter there were three range promotions made under this plan. During the second quarter there were six such range promotions and three water heater promotions. In the third quarter there were three range and five dryer promotions.

An interesting sidelight to these promotions is that the gas company's share of advertising cost per appliance sold declined steadily throughout the year, indicating more efficient selling and better use of advertising media. In all of these special promotions the gas company further cooperated with free display material and free use of home service girls. The company itself also advertised heavily, while coordinating the dealer promotions with its own merchandising operations.

An ADP company succeeded for the first time in placing practically all gas appliances in an annual display of new homes. Previously, it had only been able to have househeating and water heating appliances represented, in spite of strong efforts. In 1954 the gas company offered a package deal to builders and contractors which involved the use of its own advertising department, and this proved highly successful.

In another test city, National Home Week had 20 model homes on display. Through diligent work with the Home Builders Association and the local National Home Week Committee, the gas company was able to install 19 gas water heaters, 17 gas ranges (two were built-ins), 13 gas clothes dryers, ten gas refrigerators and seven gas incinerators.

As a means of selling gas to new family units and younger housewives, one of the ADP companies offers its cooking demonstration facilities, called "Hospitality Room", for bridal showers. The gas company also presents the bride with a shower gift, including a certificate worth $50.00 on purchase of a new gas range. This offer is made through a personal letter to every girl announcing her engagement and is expected to result in better public relations and more gas appliance sales.

With a year's operation in the Action Demonstration Program under their belts, the companies involved expect to show their strongest gains during 1955. They all expect to re-survey their markets so adequate measurement of changes can be made. While many companies have already used many of the successful "test" demonstrations on a system-wide basis, they expect the real fruition to take place this coming year. Some of the ADP companies, for instance, are experimenting with publicized free service policies, and expect to be able to extend this policy system-wide before the end of 1955.

One point that is already evident to the ADP companies is that gas as a fuel, and gas appliances, can be promoted profitably if all segments of the company and industry actively cooperate and follow positive patterns of consumer and dealer relations.

Mrs America

(Continued from page 14)

tion, "that in our utility-plus-dealer formula we have found the key that will really unlock the door of public acceptance."

Pennsylvania State finals will probably be held in Harrisburg.

Florida's State finals will be at the magnificent Algiers Hotel, Miami Beach, April 16, 17, and 18. Judges will include Mrs. Dorothy Jurney, woman's editor of the *Miami Herald;* Mrs. Martha Lee Henderson, director of homemaking activities for the Dade County schools; Mrs. Laura O'Banion, fashion expert; an industrial researcher, and a Miami Beach architect.

Associate judges will include several more home economists and Mrs. Florida of 1955, who will also crown the girl chosen state winner.

"We are really giving this contest a twist," says J. F. Dempsey, director of public relations for Peoples Water and Gas Co., which is running the contest, "for there will be contestants from all over the state demonstrating the old-fashioned, homely virtues that are a part of American womanhood—demonstrating them in an atmosphere that is the epitome of luxury."

In Nebraska, the Blue Flame Gas Association, consisting of all the gas companies in the state, has gone into the promotion as a body. A detailed plan has divided and subdivided the state for the contest.

The state program is under the direction of a committee appointed from personnel of the utilities and the LP-Gas Association of Nebraska. The committee in turn has appointed 12 district chairmen to carry out the promotion. These district chairmen appoint committees of gas appliance men in the counties for which they are responsible.

Nebraska's plans are enclosed between covers in a "Mrs. America Promotion for Nebraska" manual also adapted from A. G. A.'s How-to-do-it book.

The Kentucky state finals are slated for 10 a.m., April 12 in the home service auditorium of the Central Kentucky Natural Gas Co., Lexington. New Hampshire's finals, with Gas Service, Inc., Manchester Gas Co., and Concord Natural Gas Corporation teaming up to conduct the contest, will be held in Manchester on March 31.

The North and South Carolina finals both will be held at Better Living Shows, according to J. J. Sheehan, vice-president of Piedmont Natural Gas Company. In North Carolina, where Public Service Company of North Carolina is joining Piedmont in sponsoring the contest, the finals will be held April 23 in Charlotte, with 5,000 people expected to attend, according to Mr. Sheehan. South Carolina's finals will be April 21 at Spartanburg, with 7,500 expected.

The four gas companies running the contest in Ohio—Lake Shore, Ohio Fuel Gas, East Ohio, and Cincinnati Gas & Electric—have scheduled their finals the week of April 20 in Cleveland.

All state winners must be picked by April 23, in plenty of time for arrangements to be made to have her sent to the national finals beginning May 8 in Ellinor Village, Florida.

Cost control programs

By R. H. JOHNSON

General Auditor,
The Brooklyn Union Gas Company

Every progressive company must actively and continuously accent a cost control program, since the benefits to the company are fully as beneficial to its employees and stockholders.

In the keen competition of today, this control over dollars and manpower invested, whether in operations or construction, is equally as important as the problems of plant expansion and sales promotion. Conversely, such expansion and promotional efforts without a correlated cost control program involve risk hardly befitting best management.

Recognizing the complexities of some attempts at cost management programs, this article will demonstrate that relatively simple common sense approaches will achieve substantial results even as a more scientific program is being developed.

The climate in a company undertaking or pursuing such a program must be receptive in order to assure favorable results. Hampered by an unfavorable climate, good suggestions may pile up on a jetty of road blocks, reluctance, lack of cooperation, misunderstanding and other handicaps. It is imperative that highest management support be firmly demonstrated as a preliminary to the program.

Elimination favored

Assuming the proper support, no less an authority than the Hoover Commission for Better Government is the source of the conviction that the best method for cost control is outright elimination of proposed projects or functions. Notwithstanding the application of the finest minds in the country to problems of improvement, and despite the combined imaginations and breadth of this splendid group, by and large they have concluded that, in general, elimination where practical after consideration of policies concerned, is highly preferable to improvement.

Many utility companies during the last several years have experienced major operational changes. Various holding company systems have been organizationally modified to become independent operating and service companies. Many gas utility companies have converted from straight manufactured gas operation to high Btu or straight natural gas operation. We have noted the relatively recent move in two large combination utility companies to segregate their gas operations in separate corporations. There may be new management. With any major changes such as here exemplified, there are acknowledged or possible broad potential benefits.

The inherent possibilities in such important changes can only be realized by a searching effort to determine whether there are areas in which economies can be realized. Primarily, then, this involves a new look at each detail in which the operation of the company may have changed, or a second look where the details warrant. The constant questions may well be "Eliminate?" and "If not, improve?"

Principal effects

The principal effects may run the gamut from policy changes arising from new, direct-voting control or management to operational changes at the manufacturing plants. Important impacts also may be felt in such areas as repair and replacement of meters, servicing of appliances and operation of storerooms, to name a few.

The deliberate slanting of this summary from an accounting viewpoint causes an omission of detail which very likely fails properly to accent the accomplishments of operating management as a result of some of these opportunities. Undoubtedly many such situations have been followed by significant financial and other improvements.

Obviously one of the principal accents in such a program is better application of manual effort. Direct payroll constitutes the largest single item among most companies' expenditures and has a specific relation to the supervision required and space and materials used, as well as to fringe benefits which of themselves are largely noncontrollable.

Important benefits also have been derived in various companies where top level support has been given to the adoption of responsibility accounting procedures and improved budgetary control. All expenditures are coded to identify the department head responsible, and that principle is carried forward in the reports to management. Where desired the reports may actually name the officers and department heads responsible at their respective levels.

The adoption of the responsibility reporting procedures presents an excellent opportunity for an improvement in budgeting practices. All areas of expenditure are so controlled, including construction, operation, maintenance, joint

costs, clearing accounts, and other balance sheet and income accounts which include controllable expenditures.

As a collateral to the construction and operation budgeting procedures, some companies require, in addition to budget approval, that specified approvals be obtained just prior to the proposed actual expenditure of cash on construction and large and unusual operation and maintenance items.

Budget control

The improved budgetary control is primarily creditable in some companies to an active budget committee or other review group. This group reviews the annual budgets in detail and gives particular attention to payroll elements since they represent such a significant portion of the whole. After their questioning of department heads has been completed and the necessary modifications and eliminations have been effected in the budget, this group continues to meet regularly as a basis for specific review and recommendations on budgetary adjustments or corrections.

The cost-consciousness which this program generates has the further benefit of creating a much more favorable climate for suggested improvements generally.

The benefits over the long term can only be accomplished by excellent teamwork in all levels of the company. More specifically, the following facets of control may be indicated and adopted in the particular situation.

1. At a designated date, a moratorium can be placed on the hiring of new employees. The only exceptions might be for specialty vacancies which cannot be filled by transfer from within the company.

2. Responsibility accounting and budgetary control.

3. A continuing clerical control program, which represents a measurement of clerical requirements compared with actual staff and attempts to correct understaffing as well as overstaffing. One case study indicates that 49 people were made available for transfer to other assignments as a result of the surveying of 21 groups representing 425 employees. Further potential transfers were recommended to the extent of 11 employees.

Since these transfers are achieved through a policy of filling vacancies which arise in connection with retirements, resignations, deaths, etc., an overall policy of employees' security has been preserved and improved notwithstanding a substantially reduced payroll level. The program also specifically maintains staffing at a proper level and permits that staff to complete its work within the regular work-day by indicating availability of personnel through the media of loan time within and between clerical groups.

Close examination

4. A close examination of each proposed project or work assignment, in the light of the most current circumstances, as a basis for determination of possible deferment, minimization or cancellation. There must be a cooperative willingness to examine and modify policies in the light of changing conditions.

5. A close review of the company and departmental organization charts in order gradually to attain the proper number of layers of supervision. In most if not all organizations the smaller departments can operate most effectively

Prepare to reprint A.G.A.-EEI Customer Relations Course

● "The scope of the American Gas Association-Edison Electric Institute customer relations training program has few parallels in association history. We believe it is proving to be very valuable to the supervisors and employees of our commercial relations and sales departments. The interest of those to whom the course has been given has been splendid and the participation excellent."—Consolidated Edison Company of New York, Inc.

● "Our company has been giving all customer contact employees a series of customer relations programs for nine years, and we are building our program for the tenth season around the E.E.I.-A. G. A. package. Each film is the basis for a one hour conference with 15 to 20 employees. We find employees very receptive, as indicated particularly by their active participation in each discussion period. Our superintendent of distribution is so impressed that he has arranged for the showing of "One Bad Apple" and "Troupeing the Show" to a large number of outside workers, such as line crew and line repairmen, even though their contacts with customers are only casual. We plan in future years to use the entire program as a part of our indoctrination process for customer contact employees."—Union Electric Company of Missouri

● "Here is a program that brings home a sound philosophy of customer relations to every utility employee. In addition to outlining the general principles of effective customer contact, a series of thought-provoking situations are presented for consideration and discussion. Specific techniques of telephone, letter-writing, and person-to-person contact are illustrated. The program cannot fail to incite enthusiasm for improving customer relations."—The Peoples Gas Light and Coke Co., Chicago

These are but three of the many comments received on the customer relations training package, which has been designed especially for the utility industry by accounting committees of American Gas Association and Edison Electric Institute.

The training package consists of three parts: a supervisor's manual; five sound slide films; employee booklets. The unique program is fully described in the A. G. A. MONTHLY, September 1954, page 24.

To serve member companies better, an adequate supply of the materials must be maintained. Inventories must now be replenished, for nearly half of the initial 400 complete sets have been shipped since the program was started this Fall. The supply of extra manuals and booklets is now so low that it will be necessary to proceed with an additional printing.

Some companies are ordering or reordering now—others will do so soon. If your company is one of those planning to order the training program in the near future, A. G. A. and EEI urge that the order be placed immediately, so that your requirement can be considered in the next printing.

Numerous requests have been received to preview the material before purchase. Several complete sets are available for this purpose. The complete package or a part thereof can be ordered at the following prices:

To members—

first complete set—	$295.00 per set
next four sets—	275.00 per set
next five sets—	240.00 per set
additional sets—	200.00 per set

additional copies of manuals and booklets, or films and records, are available to companies having purchased one complete set. Prices of additional material follow:

supervisor's manual—	$10.00 each
employee booklets—	.10 each
films and records— (complete set of five)	30.00 per set

Films and records are available only for replacement purposes, and are not for assembling complete sets at replacement cost prices.

To nonmembers—

Complete set— $345.00 per set

Additional material is available after purchase of one complete set. Price and details same as for member companies.

by having the department head absorb duties which otherwise would demand assistant department heads, office managers and other intermediate supervision. Some companies based upon experience feel that at the lower levels they should strive for a ratio of one supervisor to approximately 12 clerical employees.

6. Premised upon the belief that a busy employee is a happy employee and that variety prevents monotony, heightened efforts be made to schedule seasonal loans of operating employees between departments. This is in addition to the short term loans which have been practiced for several years as a feature of the clerical control programs.

7. There should be a continuing program of reviewing the effects on operations arising from relocations of departments, consolidations or other organizational or geographical moves. This work may be spearheaded by a space committee or other specifically designated and constantly active group. Systems and other reviews take these matters into account as a possible key to more effective use of time or economies in rentals, taxes and other potential.

Supervisory effectiveness

8. Technological changes, approaching retirement and other factors may have reduced the effectiveness of supervisory or other personnel. This is particularly a problem where they are responsible for turning out a volume of production. A solution to this problem lies in recognizing that every organization is confronted constantly with a number of studies, investigations, summarizations or other work of a staff nature with no important deadlines.

Transfer of such people from their routine operating assignments to staff assignments, not necessarily to be perpetuated, is a satisfactory answer. They are effective in completing special surveys and other assignments which otherwise would require high-ranking staff accountants' attention.

9. A properly administered employees' suggestions plan has a beneficial effect. Even beyond the direct results from suggestions found practical and adopted, there is the indirect benefit from encouraging the employees generally to keep alert with active imagination.

10. The audits and systems work should be used as a tool for the cost control program, observing their basic principles including the following highlights which have proved helpful and may stimulate thinking:

a. Where actual documents are accompanied by detailed transmittal lists, special review should be given to the possibility of eliminating or reducing the detail on such lists.

b. Under appropriate circumstances certain work may be spread among convenience positions (secretaries, receptionists, etc.) or large groups of employees, such as collectors, tellers, mail opening clerks, etc., occupying little time per employee and absorbable without difficulty. Otherwise groups of specialists will be needed. This suggestion applies to mark-sensing and general typing and record-keeping.

Review clerical work

c. It may be found worthwhile to review the clerical work done in operating departments, such as preparation of payroll data, engineering reports and job costs. Generally, a lesser degree of systematization of clerical work is found in operating groups than in the clerical departments. Operational audits should be slanted towards suggesting simplified organization and improved functional arrangement. There should be preferably a fixed rule requiring the measuring of prospective cost versus benefits or results to be obtained.

d. Particular attention should be given to situations where representatives from one department have a need for the use of the files and records of another department. In general, the work of providing information specifically to eliminate the need for such visits is a profitable investment in terms of avoiding walking and other nonproductive time, improved supervision and better condition of the files.

e. Timing and scheduling should be studied closely. Less frequent posting than daily may represent an economy which outweighs accompanying disadvantages. Setting up a night force, as for mechanical cash posting to the gas customers' accounts, may constitute an over-all benefit.

Conversely, as examples, it is possible that certain 12-8 a.m. and Sunday coverage of telephone switchboards, attendance at gasoline pumps and other operations which obviously lack the volume to substantiate full-time attention should be reconsidered. Particularly where the operation is mechanized, as for customers' billing, the closest attention to proper scheduling is essential.

f. A seasoned forms survey program gives particular consideration to the number of copies required, whether forms can be eliminated or modified, whether typing and proofreading may be replaced by manual preparation or reproducing handwriting and whether other benefits may be obtained. For each copy there is at least the implication that there will be an accompanying file clerk and filing equipment.

g. It is essential to remain conversant with all the latest applications and economies involved with office machinery, and of course many organizations are engaged in a program of general streamlining of their clerical procedures in anticipation of eventual electronics applications.

Scientific methods

Full credit must be given to those companies which are making more scientific attempts at cost management. Some are carrying their efforts to the extent of operations research conducted by teams comprising accountants, engineers, methods specialists and physicists. Others are attempting to advance from the traditional accounting concept of comparison with past results to a more beneficial comparison with standards, budgets or quotas.

To the extent that their efforts are successful, these advanced cost management programs presumably will supplement the gains which it is certain will flow from the more elementary programs such as outlined above. But, to give full emphasis, the elementary approach must

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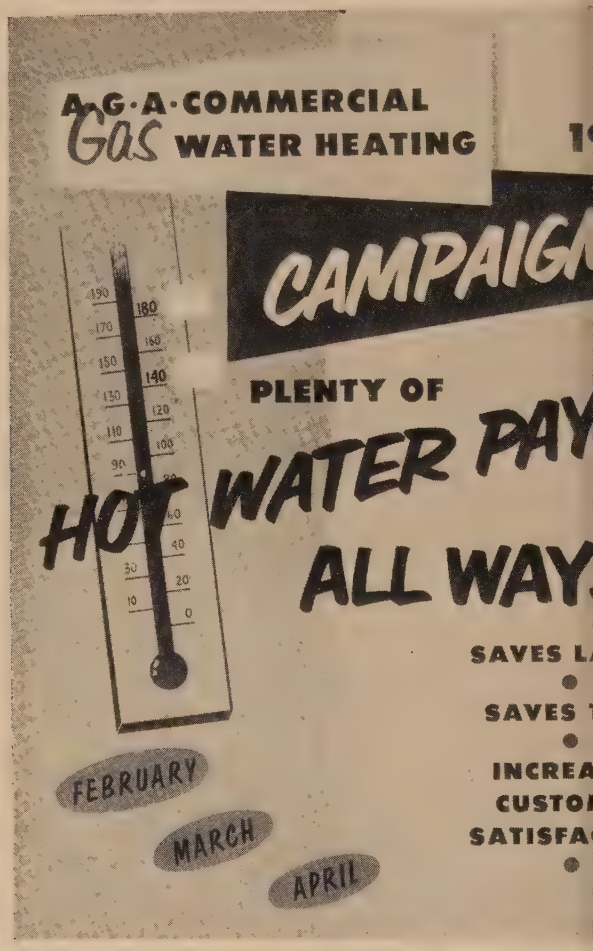
Proceedings available

● Limited amount of copies now available of the Proceedings of the National Conference of Electric and Gas Utility Accountants, April 12-14, 1954, Boston, Massachusetts. They may be obtained by addressing your inquiry to Thomas J. Shanley, Secretary, Accounting Section, A. G. A. Headquarters. Price per copy for members is $6.00; for non-members, $10.00.

● *Second annual A.G.A. Commercial Gas Water Heating Campaign underway*



Water heating sales drive on

a PAR activity

This month the gas industry launches its second annual Commercial Gas Water Heating Campaign.

Utilities and manufacturers have joined hands under the aegis of American Gas Association to sponsor this PAR activity during the months of February, March and April. Suggestions and material provided, however, lend themselves to promotions at other times on local levels.

In advocating wide participation in the campaign, it is pointed out that no other activity offers such a potential for profitable sales growth as the development of the commercial water heating load. It has an excellent load factor, profitable rates and an exceptionally broad, untapped market.

Comparative hot water requirements in commercial installations in relation to domestic installations are exemplified by the following:

One restaurant serving 600 meals a day requires as much hot water as 14 homes.

One car wash station with a run of 500 cars per week will average the hot water usage of 17 residential water heaters.

An office building with 1,200 workers will use during the summer months the equivalent hot water as used by 60 homes.

Last year the initial A. G. A. national commercial water heating program was supported by six leading manufacturers and drew the participation of 64 gas companies representing 32 percent of the industry's meters.

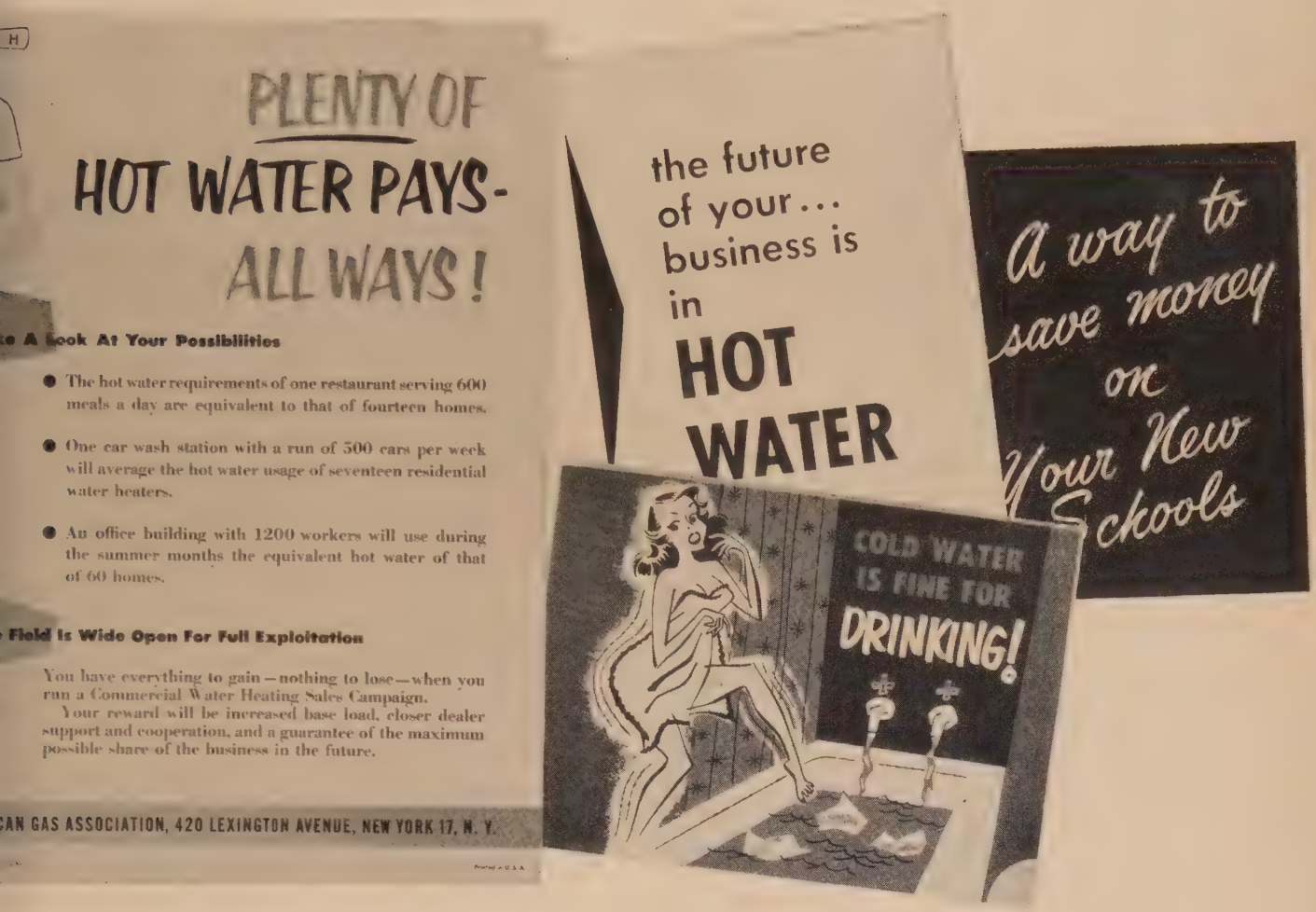
Eight manufacturers are actively engaged in the 1955 campaign. Each of these companies is providing promotional material and is working through its own dealers and other distribution channels to tie-in at local levels with gas companies.

An important part of the campaign materials is the direct mail pieces supplied by the various manufacturers. Samples of these have been included in the kit sent to gas companies by A. G. A.

Direct mail pieces such as these and sales letters from the participating gas companies are a basic element in the sales campaign as formulated. With the realization that the commercial sales staffs of many gas companies are undermanned, the program is purposely designed for maximum use of these mail pieces. This will enable commercial representatives to concentrate their time on interested prospective customers instead of spreading out—and possibly wasting —their time on cold canvass calls.

"This is not a 'theoretical' approach," said C. C. Eeles, The Ohio Fuel Gas Co., in reporting to the General Promotional

manufacturer support. Promotion again follows successful direct mail approach


PLENTY OF
HOT WATER PAYS-
ALL WAYS!
Look At Your Possibilities
● The hot water requirements of one restaurant serving 600 meals a day are equivalent to that of fourteen homes.
● One car wash station with a run of 500 cars per week will average the hot water usage of seventeen residential water heaters.
● An office building with 1200 workers will use during the summer months the equivalent hot water of that of 60 homes.
Field Is Wide Open For Full Exploitation
You have everything to gain—nothing to lose—when you run a Commercial Water Heating Sales Campaign.
Your reward will be increased base load, closer dealer support and cooperation, and a guarantee of the maximum possible share of the business in the future.
CAN GAS ASSOCIATION, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
the future of your... business is in HOT WATER
COLD WATER IS FINE FOR DRINKING!
A way to save money on Your New Schools

Planning Committee for the Industrial and Commercial Gas Section.

"It is practical because in the last campaign those companies who used A. G. A. suggested letters and reply cards had so many replies that their sales staffs were unable to keep abreast of their assignments."

Speaking of the validity or need for such a commercial water heating campaign, Mr. Eeles cited the experience of his own company last year.

"Using the program developed by the A. G. A. staff, we set what we felt to be a high, but reasonable quota of 10 million Btu per hour input. Our sales were over 300 percent of our quota."

Last year the campaign was pinpointed on food service establishments. The scope of the 1955 campaign has been broadened to also cover multiple housing, office and apartment buildings, institutions and schools, plus special attention to architects, builders and contractors.

Included in the promotion kit sent to gas companies are letters to be used in tapping these additional markets. How these are to be used and other pointers on conducting the campaign are described in the following excerpts from the promotion kit.

Things to Do in Conducting a Successful Water Heating Campaign

1. Send out direct mail literature regularly during the campaign.

(a) Send a letter to all food service customers, owners of apartment houses, office buildings, motels, etc., offering to have one of your representatives survey their hot water needs and make recommendations without obligation. A reply post card should be enclosed with such a letter. Make it easy for customers to act. Don't expect a prospect to stop to write a letter or to reach for the telephone. Arrange it so he can sign his name and mail the card—without having to look for a stamp.

2. Make surveys of existing water heating facilities.

(a) If you have sufficient sales personnel make a survey of water heating installations in your area and follow up with recommendations where changes and improvements are needed.

One prominent commercial manager has stated that most restaurants have water heating equipment able to provide only half of the hot water needed to meet sanitation requirements.

Of course, all restaurants have hot water. But do they have enough, is their equipment adequate, do they have gas equipment?

A quick canvass of a few eating

establishments would give you strong evidence of the profitable load you can add by selling adequate, properly sized water heating.

3. Sell the restaurant operator a complete dishwashing program. This includes adequate two-temperature hot water and a plan for proper dishwashing procedures to comply with local codes. Stress these facts:

(a) Dishware will look better and be cleaner and is sure to appeal to sanitation-conscious customers and health authorities.

(b) 180 F rinse makes toweling unnecessary and saves labor costs. Labor costs more than adequate supply of two-temperature water. Toweling is never completely sanitary . . . does not meet the highest sanitation requirements.

(c) Plenty of hot water always available makes for greater efficiency. Employees don't have to wait until water reaches temperature before operating dishwashers, or performing other washing jobs.

(d) The volume feeding industry should police itself now and avoid being policed by health authorities later. Once a restaurant is closed or fined for violating sanitary codes, it is difficult to convince customers that conditions have improved and sanitary code requirements have been complied with.

(e) Modern gas water heaters provide hot water three times faster at a fraction of the cost of competing fuels. They cost less to install, less to operate and less to maintain. They will far outlast other types.

(f) Show the restaurant man how to merchandise good sanitation after installation of adequate gas water heating equipment. High standards of sanitation can be a real sales feature since the public is more sanitation conscious today than ever before.

4. Set Up A Program To Exploit Your Building And Multiple Housing Market.

(a) Make a sample survey of the market—multiple housing with 15 or fewer dwelling units which is the best and largest market. (Note: in surveys of this market, some gas utilities were surprised to learn that they had less than 4 percent saturation and 70 percent of the multiple housing had less than fifteen dwelling units each.

(b) Set up an intensive mailing campaign using material provided by manufacturers. Be sure the mailing lists include real estate management firms, banks, architects and engineers, owners and managers of office buildings and multiple housing units. Use case histories of your better installations or those provided by A. G. A. and show the savings in fuel cost and labor; show the equipment replaced and other pertinent facts.

(c) Contact both executives and maintenance engineers of real estate management firms and banks, offering to make a water heating survey.

(d) Contact the mechanical engineers of plumbing supply houses.

(e) Advertise in all local real estate, architect and plumbers' magazines and supply them with news stories and case histories on gas-fired installations, old and new.

(f) Conduct field tests when and where necessary to prove merits of gas equipment over competitive field.

(g) Call on the manufacturers to help educate your representatives in proper selection, sizing and installation of their equipment.

Manufacturers participating in the campaign include Bastian-Morley Co., Inc., La Porte, Ind.; Bock Corporation, Madison, Wis.; Crane Co., Chicago, Ill.; General Water Heater Corp., Burbank, Calif.; Hotstream Heater Co., Cleveland, Ohio; Ruud Manufacturing Co., Pittsburgh, Pa.; A. O. Smith Corp., Kankakee, Ill.; and John Wood Co., Conshohocken, Pennsylvania.

Cost control

(Continued from page 23)

not be permitted to wane or be deferred on the premise that the development of a more scientific program will produce so much more striking gains. The advanced program may indeed prove to be more dramatic than truly productive.

Cost control programs flourish against the background of strong and continuous management support. They may be initiated in the perfectly-timed opportunity of operational or organizational change. Having been initiated, such programs may result in benefits representing primarily the contributions of operating management, the effects from responsibility accounting and budgetary control which has created a sharply increased cost-consciousness, and adopted recommendations stemming from an active systems and procedures review coupled with a clerical control program.

The greatest accomplishment here is also aided by a willingness to re-examine company policies under the light of current conditions.

It is believed that a multi-pronged approach of this broad nature cannot fail to achieve the desired results as expressed in a more favorable operating ratio and net income.

Safety films point out correct methods for gas industry

TWO EXCELLENT safety films for the utility industry are now being offered for loan without charge by American Gas Association's Film Library.

In "The Main Idea", safe procedures in construction work by gas companies are carefully studied in strips contributed by member companies and A.G.A. In addition, the film presents a constructive program for improving the accident record of the gas utility industry.

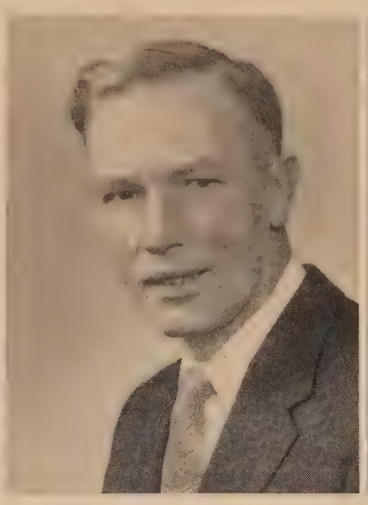
The other film, "Get Safety In Your System", is of particular value to producing companies, and is devoted to safe procedures recommended to the production division of a natural gas system. The film was made on the property of a small gas company.

Both these films may be purchased, and this is recommended where repeated use of the film is required to cover large groups of employees. Further information about the films can be obtained from the Safety Consultant, A.G.A.

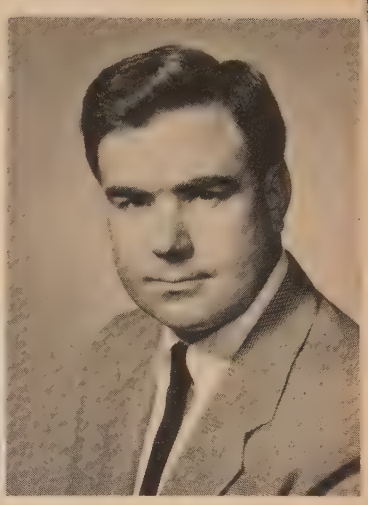
Line up distribution program

G. Sandstrom, Consolidated Edi- of New York, will moderate nel on "Living with the B31 Code"

Linn Edsall, Philadelphia Electric, will preside over panel sponsored by automotive, mobile equipment group



Open session on plastics in gas industry will be conducted by John F. Fugazzi, Public Service of Colorado



Georg M. Babbe, Southern California Gas Co., will discuss cost cutting in distribution department work

Reviewing the past and forecasting future developments will be the two predominant themes of the Operating Section's 1955 Distribution, Motor Vehicles and Corrosion Conference, to be held at the Netherland Plaza Hotel, Cincinnati, on Tuesday, Wednesday, Thursday and Friday, April 12 to 15. Carefully selected speakers, conference chairmen, and panel moderators and participants will discuss the latest innovations in the fields of distribution, automotive equipment and corrosion control and indicate how these will, in the future, help to solve the problems of the present.

As in the past, the Conference will be built around morning general sessions and afternoon luncheon conferences. The former will feature formal papers designed to be of interest to large segments of the industry; the latter will be informal, off-the-record discussion periods of more immediate concern to specific groups of operating personnel.

Hugh M. Blain, New Orleans Public Service Inc., as chairman of the Distribution Committee will preside at the opening general session on Tuesday morning. Following his opening remarks, the technical discussions will begin.

Sponsored by the Automotive and Mobile Equipment Committee, a paper on motor vehicle safety will be presented by Dale B. Hornung, director of public relations of the United Health and Welfare Fund of Michigan. Mr. Hornung, under the name of Dale McIntyre, is also conductor of a popular radio program in his state.

"Living with the B31 Code" is the provocative title of a panel discussion which will close the session. F. G. Sandstrom, who will serve as moderator, has been a member of Subcommittee 8 which prepared the revision of the code concerned with gas distribution and transmission piping, as well as chairman of one of its subgroups. Panel participants will include F. S. G. Williams, chairman of ASA Sectional Committee B31; Dean M. Workman, Ebasco Services, Inc.; George D. Mock, Washington Gas Light Co.; and Karl E. Schmidt, Michigan Consolidated Gas Company.

The General Session on Wednesday will be conducted by F. H. Bunnell, Consumers Power Company, who is vice-chairman of the Distribution Committee. The first paper will be on cutting costs in distribution department work, always a primary concern of operating personnel, by Georg M. Babbe, Southern California Gas Company. The equally important subject of protecting distribution systems will then be discussed by M. G. Markle, Northern Illinois Gas Co., while Paul Kraemer, Minneapolis Gas Co., will consider a modern method of service analysis.

The session will end with a paper on installation, operation and maintenance of service-type regulators by B. F. Worley, United Gas Corp., who is chairman of an Operating Section task group on service regulators.

Mr. Blain will again preside at the third and last General Session on Thursday morning. M. Anuskiewicz, Jr., The Brooklyn Union Gas Co., will present the final report of a special Task Group on Method to Prevent Overpressure in Distribution Systems. Meter shop design and operation under an incentive wage rate will then be discussed by George K.

Bachmann, Public Service Electric and Gas Company.

The session will close with a panel on the service department as a tool to improve customer relations. The participants will be W. Weir Gillis, Jr., Washington Gas Light Co., and past chairman of the Section's Customer Service Committee; W. M. Hawkins, Laclede Gas Co.; W. H. Weber, The Brooklyn Union Gas Co.; and Ralbern H. Murray, of the A. G. A. Headquarters staff.

Equally as important as the General Sessions, although more limited in scope, are the open sessions sponsored by the Section's committees on corrosion, automotive equipment, metering, and construction and maintenance.

Meeting to develop Distribution Conference program were: (front row l. to r.) D. W. True, vice-chairman, Subcommittee on Distribution Design and Development; J. T. Stine, Jr., chairman, Metering Subcommittee; S. M. Foeller, chairman, Automotive and Mobile Equipment Committee; F. H. Bunnel, vice-chairman, Distribution Committee; H. M. Blain, chairman, Distribution Committee; E. F. Trunk, chairman, Subcommittee on Distribution Design and Development. (Rear row, l. to r.) James Webb, vice-chairman, Metering Subcommittee; N. P. Peifer, vice-chairman, Corrosion Committee; C. W. Beggs, chairman, Corrosion Committee; B. F. Worley, chairman, Task Committee on Service Type Regulators; Adrian Dible, vice-chairman, Automotive and Mobile Equipment Committee; W. H. Weber, vice-chairman, Customer Service Committee; R. W. Alexander, member, Distribution Committee and representative of host company, The Cincinnati Gas and Electric Co.; J. P. Darratt, chairman, Corrosion Subcommittee; J. MacLarty, chairman Customer Service

The Automotive and Mobile Equipment Committee will sponsor six open sessions on Wednesday, Thursday and Friday mornings and Tuesday, Wednesday and Thursday afternoons. To be discussed are wire ropes; earth augers; rotary vs. piston air compressors; new motor fuels and oils; oil filters; chassis lubricants; leasing; depreciation; automatic transmissions; sprays; undercoating; tubeless tires; storage batteries; and high frequency ignition.

The sessions will be presided over by D. K. Wilson, Niagara Mohawk Power Corp., and past chairman of the Edison Electric Institute's Transportation Committee, which is co-sponsoring the sessions; Linn Edsall, Philadelphia Electric Co.; W. W. McCartney, The East Ohio Gas Co., and past chairman of the Automotive Committee; A. E. Dible, Equitable Gas Co., vice-chairman of the committee; and Randolph Whitfield, George Power Co., chairman of the E.E.I. Transportation Committee.

C. W. Beggs, Public Service Electric and Gas Co., as chairman of the Corrosion Committee will preside at the single open session sponsored by his committee on Thursday morning. Clifford Jones, The Cincinnati Gas and Electric Co., will present the opening paper on surface methods of attaching anodes to pipelines. A discussion of the economics of a paint survey by J. G. Geoghegan, Consolidated Edison Company of New York, Inc., will follow. O. W. Wade, Transcontinental Gas Pipe Line Corp., will then discuss surface potential measurements and F. E. Kulman, also of Consolidated Edison, will report on the causes of ferrous pipe corrosion.

The Corrosion Committee will also sponsor two luncheon conferences on Wednesday and Thursday. The principal subject at the former will be a panel on will be sponsored by the Subcommittee on Construction and Maintenance. To be considered are gas stopping devices; new tools and power cutting equipment; corrosion mitigation practices in distribution systems, which will consider such subjects as sacrificial anodes; rectifiers; protective coatings; insulation; interference; and local corrosion committees. At the second luncheon conference, there will be featured an exhibit of various instruments used in corrosion control, with the manufacturing companies discussing their respective products.

The Metering Session on Friday morning, under the gavel of James Webb, vice-chairman of the Metering Subcommittee, will open with a panel on planning an ideal meter shop. Other discussions will center on quality inspection for new and repaired meters; field testing and repair of large capacity positive displacement meters; safety in the meter shop; meters and service type regulators; and a general discussion period.

The Construction and Maintenance Subcommittee will also sponsor an open session on Friday morning, with R. B. Allen, vice-chairman, presiding. A panel will consider the operational problems in cathodic protection installations, followed by papers on pipe testing methods; policies in handling mains and services not in use; and methods and policies of handling, storing, and delivering wrapped pipe.

In addition to the two on corrosion, there will be eight other afternoon luncheon conferences. On Tuesday and Thursday, the Customer Service Committee will consider problems connected with incinerators; adequate house piping and venting; house heating service; meters; quality control as a supervisory control; the new A. G. A. Appliance Service Manual; aptitude testing in selecting service personnel; and a photographic display of customer service department transportation vehicles.

The Distribution Design and Development Subcommittee will also sponsor luncheon sessions on Tuesday and Thursday, concerning themselves with remote control of regulators; a progress report by the task group on the design of high and low pressure service; regulator station design and ventilation; a practical method of utilizing gas load data in distribution system design; distribution system network analysis; and distribution problems in general.

One luncheon session on Wednesday

(Continued on page 43)

More case histories on successful
Old Stove Round-Up campaigns from Arkansas Louisiana Gas, Union Gas of Canada and Lone Star

a PAR activity

Arkansas Louisiana Gas Company's 1954 Old Stove Round-Up produced a volume of stove sales in excess of $1,000,000, according to figures compiled shortly after the first of 1955 from 573 cooperating dealers.

Even more impressive than the dollar volume are percentage figures on dealer and "company" sales, and on sales compared to the company's total of domestic meters.

A total of 4,333 new gas ranges were sold in the company's territory during the nine-week campaign, 4,153 of these through independent dealers and 180 from the company's own sales floors—giving brand-name, local merchants 96 percent of total sales.

By coincidence, during the campaign Arkansas Louisiana passed the 200,000 mark in total domestic meters installed in its territory—northwestern Louisiana, northeastern Texas, and central and southern Arkansas.

Thus, total range sales during the Old Stove Round-Up amounted to 2.1 percent of all domestic meters. Major cities in this area are: Shreveport, Little Rock, Texarkana, Pine Bluff and Hot Springs.

The 1954 campaign marked the first year in which Arkansas Louisiana Gas, throughout its tri-state territory, had conducted an all-out, dealer-cooperative Old Stove Round-Up.

Beginning in May and June, new business officials of the company began planning for the fall campaign, basing their promotion plans almost entirely on the American Gas Association plans and themes.

The first promotion meeting was held in June, at which it was decided to adapt A. G. A. themes to all advertising, using four full-page ads in color in the larger dailies, and 4 column by 12-inch ads in the smaller dailies and weeklies. Thus fewer, but larger, newspaper ads were used than in previous promotions conducted by Arkansas Louisiana Gas.

Themes of the ad copy, after the first full page Old Stove Round-Up announcement, were:

"Select the RANGE TOP You've Always Wanted!"

"Can You Cook OVEN MEALS Automatically?"

"4 out of 5 Women Need a NEW Automatic GAS Range!"

"Can You DEPEND on Your Oven?"

"Can You SIMMER COOK on Your Range?"

The same themes were adapted to television, which was used for the first time by the company. Three groups of spot announcements were produced by the company's own agency in addition to the A. G. A. one-minute "quickie demo" spots. A total of 500 TV spots were carried by TV stations in Little Rock and Pine Bluff and 104 spots in Shreveport. Range manufacturers shared the cost of one group of spots.

With the first rough ad drafts as ammunition, company sales representatives began personal calls on dealers, inviting their participation in the campaign and emphasizing that the gas company was going all-out to promote dealer sales.

Kickoff dinners, to which press, factory representatives, distributors, dealers and company personnel were in-

vited, were held throughout the territory during August and September. Again complete promotion and advertising plans were presented.

The company's talks to the dealers went something like this: "Arkansas Louisiana Gas Company is going to make an intensive campaign in your behalf to promote sales of modern gas ranges in your town. We are not going to advertise any brand names. That is up to you. Nor are we going to buy cooperative advertising with you. We're going to make your own advertising dollar twice as valuable by telling folks that now is the time to buy a new gas range—just any make of gas range, and we hope it will be a modern, automatic range because they give Mrs. Housewife the most for her money and because these sales mean more profits for you, the dealer."

The campaign kicked off in September and October in the various divisions of the company, with most dailies and weeklies carrying large volumes of news copy and pictures along with dealer-placed, brand-name advertising in addition to the company's full-page ad in color.

Newspaper lineage placed by Arkansas Louisiana Gas throughout its territory in 75 newspapers came to approximately 22,000 inches. Dealer advertising during the campaign period was over 11,000 inches of newspaper space. Most dealers used point-of-purchase displays in store windows and sales floors.

A gratifying feature of the campaign within a short time afer the company's opening newspaper and TV spread was the appearance on radio, TV and billboards of dealer and manufacturer gas range advertising which had not been solicited and which was unanticipated. The campaign generated its own fire, once under way.

Another outstanding feature of the campaign, with the company's emphasis on modern, *automatic* gas ranges, was the increased percentage of automatic range sales. No figures are available on this, but one Shreveport store, which sold 200 ranges during the campaign and which heretofore had sold no ranges of the automatic type, said these made up a large part of its total sales volume.

Arkansas Louisiana's campaign ended November 30, but throughout December and into January local dealers continued spontaneous brand-name advertising and sales promotions, taking advantage of the continuing interest generated by the Old Stove Round-Up.

At the close of the campaign, newspapers throughout the territory were supplied with a short news article telling how local, independent merchants had reaped 96 percent of the benefits from the gas company's Old Stove Round-Up. Arkansas Louisiana gas believes that some of the dealers may be making the first Old Stove Round-Up calls next year—instead of the gas company.

Union Gas Company

A total of 642 new gas ranges were sold by gas appliance dealers and the gas company as a result of the Old Stove Round-Up campaign, conducted from September 20 to October 30 by Union Gas Company of Canada Limited and City Gas Company of London.

Commenting on the results of the campaign, George Douglas, general sales manager, expressed satisfaction with the outcome.

"Union Gas Company," said Mr. Douglas, "is pleased that so many new ranges have been sold and that so many old stoves have been taken out of circulation. A special vote of thanks should be extended to the gas appliance dealers in this area for their whole-hearted cooperation."

Besides paying a silver dollar for each new stove sold during the campaign, Union Gas Company also paid an allowance of $10 for each of the old stoves turned in and scrapped. All told 140 obsolete ranges were "rounded-up", bringing the total of allowances paid to $1,400.

Oldest of the old stoves turned in was an old, high-backed, gas stove dating back to 1908. The customer

(Continued on page 42)

Sales meetings were used to kick-off Round-up through Arkansas Louisiana's territory. At left is meeting of personnel in Shreveport; in Little Rock, coats are off for action

Industry news

Robertshaw-Fulton "Mrs. America" awards

THIS YEAR'S Mrs. America contest will be enlivened by an award from Robertshaw-Fulton Controls Co., manufacturer of gas appliance controls. The company announced it will award special prizes to the gas utility which "best displays and promotes gas ranges equipped with Robertshaw-Fulton controls" during the run of the national competition.

The Robertshaw-Fulton prizes, for which gas companies participating in the Mrs. America Contest are eligible, consist of a suitably inscribed bronze plaque plus a $500 cash award or an expenses-paid trip for two to the Mrs. America Finals at Ellinor Village, in Florida, the week of May 8.

Noting that precision automatic controls are the very heart of modern home appliances, and especially of today's wonder-working gas ranges, President John A. Robertshaw underscored the opportunities for modern gas appliance sales which the Mrs. America promotion offers to gas utilities.

"Robertshaw-Fulton has always followed the course of the annual Mrs. America contest with a great deal of interest," he said, "and 1955 is our second year as one of its official national sponsors. The contest is a natural sales promotional activity for gas companies, centering as it does around the American homemaker and the automatic appliances that have given her the highest standard of household efficiency and leisure in the world.

"Our purpose in announcing the Robertshaw-Fulton special awards is to stimulate all promotional activities by participating gas companies to the extent that the story of the fully automatic, truly modern gas range will reach the greatest possible audience."

Contestants for Robertshaw-Fulton's awards will be judged by the Mrs. America Committee of the American Gas Association on the basis of the local gas range advertising, publicity, window display and dealer promotion campaigns they sponsor as part of their participation in the Mrs. America campaign.

To qualify for the awards, each contesting gas company is required to:

1. Submit two black and white 8 x 10-inch glossy photographs showing a) a floor display, b) a window display of one or more gas ranges equipped with Robertshaw-Fulton controls. Either or both can be photos of a dealer's display.

2. Submit two newspaper tear sheets that show advertising support given gas ranges equipped with Robertshaw-Fulton controls.

3. Submit a 300-word account of the utility company's over-all Mrs. America gas range Robertshaw-Fulton controls tie-in efforts. Summaries of sales results are requested as part of this account.

Complete details about the Robertshaw-Fulton contest and entry forms may be obtained from Mrs. America Headquarters, 152 West 42nd Street, New York.

Study conversion problems at Ohio Fuel training sessions

IT'S BACK to school for a group of construction men in Columbus, Ohio as they study problems arising in the conversion of large boilers from other types of fuel to natural gas. Architects, heating engineers and plumbers are taking advantage of the unique series of training sessions conducted by the Ohio Fuel Gas Co., which was started several months ago.

Shortly before the course was offered, Ohio Fuel lifted restrictions on use of gas when the Columbia Gas System, of which Ohio Fuel is a part, obtained new supplies of gas. The lifting of restrictions persuaded executives of large department stores, office buildings, industries and others to convert their boilers from other types of fuel to gas for space heating and processing.

To help provide the answers to the host of conversion problems which have arisen, Ohio Fuel instituted the series of training sessions as a public service. Meetings are held about a month apart with additional classes scheduled over the next several months. Each session is devoted to a different phase of converting boilers to gas firing, featuring a guest speaker and discussion period.

The initial meeting found discussion centering on electronic controls, with representatives of the Minneapolis Honeywell Company conducting the session. L. S. Reagan, general manager of the Webster Engineering Co., Tulsa, Okla., and a national authority on converting boilers to natural gas, spoke on "Large Boiler Conversions" at the second meeting. Robert S. Curl, a Columbus heating company consultant, was the speaker at the third, with "Bugs Beyond the Combustion Chamber" as his subject.

Latest in the series had Herbert Johnson, an engineer with the division of smoke regulation and inspection of the Columbus department of public safety, speaking on "Choosing the Right Conversion Burner."

Publish manual on new method of artificial resuscitation

A MANUAL on the newly adopted back pressure-arm lift method of artificial respiration has been prepared, approved and issued by the Subcommittee on Artificial Respiration, Accident Prevention Committee, American Gas Association. The booklet supersedes all previous A. G. A. releases on resuscitation.

The new manual, the only worker level booklet on the subject, includes sections on research leading to the change to the new method; general instructions for all methods; standard techniques for executing the back pressure-arm lift method; notes on gas asphyxia, electric shock, drowning; explanation of hip lift-back pressure, arm lift-chest pressure and prone pressure methods.

Space has been provided at the bottom of the manual's cover for imprinting the individual company's name. Cost of booklets are: one to nine copies—15 cents each; 10 to 99 copies, 10 cents each; 100 to 499 copies, eight cents each; 500 to 999, seven cents each; 1000 copies, six cents each.

Subcommittee on Artificial Respiration completes Resuscitation Manual (left to right): Fred Cameron, safety consultant, Ebasco Services, Inc.; V. A. Howell, senior safety coordinator, Long Island Lighting Co.; W. T. Rogers, director of safety, Ebasco Services Inc., chairman; John O'Toole, safety engineer, Utilties Mutual Insurance Co., and R. N. Papich, safety consultant, American Gas Association

Hard-working Hollywood Bureau gets gas into the act

a PAR activity

IT'S BEEN a bumper year for American Gas Association's Hollywood Bureau! During 1954, gas appliances in filmed television reached an all-time high—781 spots, filmed dramas, commercial films, advertising and publicity photographs, to be exact. But mere quantity is never enough . . . and the Bureau, under the direction of Pat Nicholson, insured exposure of gas appliances on such highly rated programs as "Medic", "Fireside Theater" and the "Loretta Young Show", to name only a few.

In the course of the year, A. G. A.'s Beverly Hills Kitchen Studio was booked 30 times, accounting for a total of 154 television spots and other media. Use of gas appliances in major motion picture productions remained at a level comparable with 1953—with a total of 22 major films spotlighting gas appliances. A few of these pictures are "Battlecry", "Not As A Stranger", "Seven Year Itch", and "The Young at Heart".

Most outstanding of the motion picture tie-ups was the complete campaign with RKO's hit comedy, "Susan Slept Here" starring Debbie Reynolds. The Hollywood Bureau sold 110 newspaper ad mats to A. G. A. member companies, while local tie-ups with theaters, publicity and advertising campaigns were conducted. Other tie-ups negotiated during 1954 included publicity campaigns conducted with MGM's "The Long Long Trailer" starring Lucille Ball and Desi Arnaz, and 20th Century Fox's "The Rocket Man" with Charles Coburn.

In the realm of publicity, the Bureau celebrated a birthday—the Hollywood Display Board Service's fourth. In this project, pictures of the month—stills of top name stars posed with gas appliances—were sent out in an effort to get nationwide coverage. In addition, 207 publicity pictures of gas appliance use in Hollywood were released to manufacturers, gas companies, associations and trade journals. Six new one-minute television filmed spot commercials, produced in 1954, are now being sold. Six *Promotionotes* from the Bureau were edited and mailed during 1954, to interested personnel of A. G. A. member companies.

Promotional prospects for the New Year, 1955, bid fair. Now being filmed is "Woman on the Beach", starring Joan Crawford. This movie uses the most attractive modern kitchen set ever designed for a Hollywood production. Also, planned television film production will almost double the record of 1954—111 shows are planned this year in comparison to 64 last year.

This program is being carried out by about 50 film production companies.

Keeping the most modern gas appliances constantly before the eyes of American TV viewers, movie-goers and consumers who will see the productions, will be the gigantic task of the Bureau in 1955.

A.G.A. announces new publications during January

LISTED BELOW are publications released during January, and up to closing time of this February issue of the MONTHLY. Information in parentheses indicates audiences for which each publication is aimed.

ACCOUNTING

• **Proceedings of National Conference of Electric and Gas Utility Accountants, 1954** (for utility accountants). Prepared under the sponsorship of A. G. A. Accounting Section and EEI Accounting Division. Available from American Gas Association Headquarters, New York, $6.00 to members; $10 to non-members.

GENERAL MANAGEMENT

• **Rate Adjustment Clauses** by F. Douglas Ripley, chairman of Subcommittee on Rate Adjustment Clauses, 1954 Rate Committee. Available from A. G. A. Headquarters, New York, 50 cents to members; $1.00 to non-members.

LABORATORIES

• **American Standard Installation of Gas Piping and Gas Appliances in Buildings,** Z21.30-1954 (for utilities, manufacturers, dealers, code authorities, servicemen). Sponsored by A. G. A. Laboratories, and available for 25 cents from either the Association's Laboratories in Cleveland or Headquarters in New York.

OPERATING

• **Recent Developments in Atmospheric Pollution DRCL Report 148,** CEP-54-23 by Morris Katz, Defense Research Chemical Laboratories, Ottawa. Available from A. G. A. Headquarters, 25 cents per copy.

• **Pipeline Gas from Coal** by E. J. Pyrcioch, H. A. Dirksen, C. G. von Fredersdorff and E. S. Pettyjohn, Institute of Gas Technology, Chicago. Available from A. G. A. Headquarters, 25 cents per copy.

• **Report to Operating Section on A. G. A. Safety Code Activities** OS-54-7, by F. A. Hough, chairman Subcommittee No. 8, on Gas Transmission and Distribution Piping, ASA B31.1. No charge.

• **Remote Operation of a Gas Pipeline System** by T. R. Rhea and E. W. Kenefake, General Electric Co., Syracuse, New York. No charge.

RESEARCH

• **Outdoor-Air Supply and Ventilation of Furnace Closet Used with a Warm-Air Heating System**—University of Illinois Engineering Experiment Station Bulletin 427 (for manufacturers, utilities, architects). By R. W. Roose, N. A. Buckley, Seichi Konzo, available from A. G. A. Headquarters for 70 cents a copy.

STATISTICAL

• **Monthly Bulletin of Utility Gas Sales**—December 1954 (for gas companies, financial houses, security analysts). Prepared by and available from A. G. A. Bureau of Statistics, free.

Battelle builds to conduct large scale industrial research

THE FIRST UNITS of facilities for an expanded program of pilot-plant and large-scale research for American industry are nearing completion at Battelle Institute's recently purchased 400-acre site just outside Columbus, Ohio. They will be ready for installation of equipment in the next 30 days.

The new facilities will be used primarily for large-scale studies in chemical engineering, metallurgy, and minerals processing.

Provided initially in the $300,000 construction program are two major buildings, totaling 13,000 square feet and designed specifically for large-scale experimental work. Ample water, natural gas, and electric power have been provided to meet any foreseeable pilot-plant need. Additional buildings are contemplated and will be custom built to fill specific industry needs as they arise.

The new construction is in addition to the Institute's recently announced $1.5 million program for the establishment of facilities for the study of peacetime applications of nuclear energy.

Prepare bibliography for Columbia management workshop

AN "ANNOTATED Bibliography of Audio-Visual Aids for Management Development Programs" is one of the special preparations being made for the Fourth Utility Management Workshop and Sixth Industrial Research Conference. The workshop and conference will be held in Columbia University's Arden House, Harriman, N. Y., in May and June. (See A. G. A. MONTHLY, December 1954, page 34.)

The new bibliography follows an extensive study of new educational films, film strips, and recordings. According to Professor Robert Teviot Livingston, director of workshop and conference, it lists and describes films and recordings which have specific value for executive training and management development programs. It is said to be the only bibliography in print in this specialized field. It is available from Research Service, 353 West 57 St., New York 19, N. Y. for $2.50 a copy.

School lunch managers attend A.G.A.–Brooklyn Union bake school

AMERICAN GAS ASSOCIATION'S Commercial Cooking Bureau, in cooperation with The Brooklyn Union Gas Co., recently sponsored two baking demonstrations in an effort to show the advantages of gas cooking to specialized groups.

Staged at the request of the director of the New York City board of education's school lunch program, the sessions were attended by about 200 dieticians and food managers from the city's junior and senior high schools. Both two-hour sessions were held in the utility company's auditorium.

A demonstrator from Pillsbury Mills showed the group how to prepare different types of premixed cakes, biscuit and muffin preparations. The food was baked before the audience in a Blodgett gas deck oven which had been installed by Brooklyn Union.

Because of the success of these demonstrations and the widespread interest in school lunches, it is planned to continue this type of demonstration in a number of major cities to promote the use of gas and gas equipment to school lunch authorities.

Pillsbury Mills representative shows results of properly prepared and baked premixes at demonstration in Brooklyn Union auditorium before New York City school dieticians and food managers. Two members of audience inspect gas oven in background, installed especially for the A. G. A.-utility sessions

New school uses heavy duty water heater to satisfy needs

CONFIRMATION of the trend to heavy duty water heaters being used to supply large volumes of hot water in commercial installations—completely independent of building heating plants—is seen in the hot water service set-up in a new Western Pennsylvania School.

Authorities of the elementary school built in a suburb of Johnstown, installed a multi-coil gas water heater, made by Ruud Manufacturing Co., Pittsburgh, for their new $667,000 structure.

The water heater is designed to take care of not only the present hot water needs of the 625 students but of greatly expanded needs when the school is later enlarged to accommodate 200 additional students.

Greater flexibility of the separate gas water heater, which is piped to a 1,050-gallon insulated storage tank, led to its choice over using coils in two new commercial steel boilers in the basement for the hot water needs.

In warm weather, water can be heated without firing one of the heating boilers and without attention from operating personnel. Since natural gas is the fuel for the space heating, an added advantage in operating costs was seen through use of the gas water heater.

In the school's heating system, the hot water flows by gravity circulation from the water heater in the basement boiler room to the tank on a basement mezzanine. The school has received recognition from educational groups as a "model" building.

New Englanders! Write to win NEGA prize

THE NEW ENGLAND Gas Association has worthwhile prizes waiting for five winners of its forthcoming essay contest on "What NEGA Means to Me and Thus to My Company". Prizes are $75, $50 and $25, plus three honorable mentions of $10 each.

All articles must be at NEGA Headquarters not later than March 1, so that prizes can be awarded at the association's annual meeting in Boston, March 24-25.

All of NEGA's 1,400 members are eligible to enter the contest. Articles should not be longer than 1,200 words; three copies should be double-spaced typewritten on one side of paper; essays should be accompanied by a separate sheet bearing contestant's signature, company name and department. The essays must be prepared by the contestant without editorial help. For further information about the contest, NEGA members are urged to consult their association headquarters, 10 Newbury Street, Boston.

A.G.A. honored for industrial contribution

AMERICAN GAS Association has been honored with an award which recognizes its contribution to the automobile industry. General Motors, on the occasion of the production of its 50 millionth car at the Chevrolet Assembly Plant in Flint, Mich., cited American Gas Association for its "membership on a production team responsible for an achievement unparalleled in industrial history. . . ."

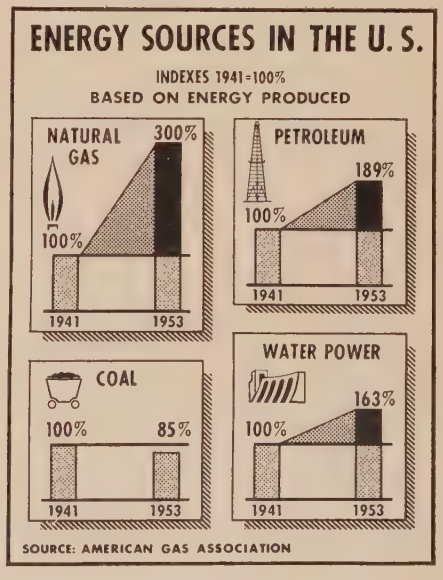
Hope Natural Groups win A.G.A. safety awards

EMPLOYEES of the meter department and Hastings Station, Hope Natural Gas Co., West Virginia, have been honored for their safety achievement records.

As of June 30, 1954, the meter department employees completed 1,402,654 manhours and employees of the Hastings station completed 1,053,176 manhours.

At a turkey dinner party and celebration, W. W. Mayfield, vice-president of the company, presented American Gas Association safety merit awards to L. G. McIntyre for the Hastings employees and C. G. Moorhead for the meter department.

Gas use increases



In 1954, natural gas contributed over nine quadrillion Btu, more than 23 percent of nation's energy supply, triple its use in 1941

Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

Rate cases

● **Alabama-Tennessee Natural Gas Company:** The FPC has permitted a suspended $74,000 or 5.3 percent annual increase in wholesale natural gas rates to become effective, subject to refunds of any amounts subsequently disallowed by the FPC. These rates would effect 13 wholesale customers in Alabama, Mississippi and Tennessee.

● **Atlantic Seaboard Corporation:** The FPC has issued orders permitting a suspended $755,000 per year wholesale natural gas rate increase to become effective. The rate increase was granted on the basis of the recent increase granted to United Fuel Gas, its supplier.

● **Central Kentucky Natural Gas Company:** The FPC has permitted a suspended $461,000 annual wholesale natural gas rate increase to become effective. Central Kentucky had originally based its application for an increase on the recently granted rate increase of its supplier, United Fuel Gas Company.

● **East Tennessee Natural Gas Company:** The FPC has permitted a proposed $274,000 annual wholesale gas rate increase to become effective subject to any refunds of amounts subsequently disallowed by the Commission. The rate increase was based on the recent rate application by its supplier, Tennessee Gas Transmission.

● **Hope Natural Gas Company:** The FPC has permitted a proposed $1.1 million annual wholesale gas rate increase to become effective subject to any refunds of amounts subsequently disallowed by the Commission. The increase was based on increased rates filed by its supplier, Tennessee Gas Transmission.

● **Kansas-Nebraska Natural Gas Company:** The FPC has approved a proposed settlement under which Kansas-Nebraska will reduce the amount of its proposed wholesale natural gas rate increase from $694,000 to approximately $372,000 annually. The new rates affect five wholesale customers, all in Nebraska.

● **Lake Shore Pipeline Company:** The FPC has permitted a suspended $46,000 annual wholesale rate increase to become effective subject to refunds of any amounts subsequently disallowed by the Commission.

● **Northern Natural Gas Company:** The FPC has permitted a suspended $8.1 million or 10.4 percent increase in annual wholesale rates to become effective subject to refunds of any amounts subsequently disallowed by the Commission. The increase is premised upon a 6¼ percent rate of return and would affect 35 wholesale customers in Iowa, Kansas, Minnesota, Nebraska and South Dakota. Northern's increase is based mainly on claimed costs of new plant facilities which will enable company to up capacity from 1,007 million cubic feet per day to 1,100 million cubic feet.

● **Tennessee Gas Transmission Company:** The FPC has issued an order making effective a suspended $8.6 million or 6.6 percent increase in wholesale natural gas rates subject to refunds of any amounts subsequently disallowed by the Commission. Tennessee based its increase on the increased cost of purchased gas. Tennessee serves approximately 70 wholesale customers in Connecticut, Kentucky, Louisiana, Massachusetts, Mississippi, New Hampshire, New York, Ohio, Pennsylvania, Rhode Island, Tennessee and West Virginia.

● **Tennessee Natural Gas Lines Inc.:** The FPC has issued an order permitting Tennessee Natural to put into effect a $184,000 suspended wholesale gas rate increase, subject to any refunds of any amounts subsequently disallowed by the Commission. The increase in rates was occasioned by the recent approval of increased rates for its supplier, Tennessee Gas Transmission.

● **Transcontinental Gas Pipeline Corporation:** The FPC has permitted Transcontinental to substitute a $4 million wholesale gas rate increase for a previously suspended $3.2 million increase. The proposed $3.2 million increase was suspended by an FPC order issued November 26, 1954. Transcontinental, however, on November 26, filed revised tariff sheets proposing an additional $796 thousand increase, based on additional rate increase filings by its suppliers. The rate increase would affect 60 wholesale gas customers in New York, New Jersey, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Georgia and Alabama.

● **United Fuel Gas Company:** The FPC has permitted a suspended $2.7 million wholesale rate increase to become effective subject to refunds of any amounts subsequently disallowed by the Commission. The increase was permitted to become effective because of the recent increase granted to Tennessee Gas Transmission, United Fuel's supplier.

● In other rate proceedings, the FPC in the period from December 7, 1954 to January 10, 1955 suspended rate increase applications of 25 independent producers, totaling $2.3 million. During this same period the Commission allowed 347 independent producer applications for gas rate increases totaling $2.2 million to become effective. The allowed increases were based on favored-nation clauses, periodic increases as contained in contracts, increased taxes, or as a result of contract renegotiations.

In addition to the above rate proceedings the FPC suspended a $514,000 annual natural gas rate increase by **Ker-McGee Oil Industries, Inc.,** for sales to Phillips Petroleum Company. In another action the FPC suspended two proposed rate increases by **Phillips Petroleum Co.,** one for $354,000 affecting Michigan-Wisconsin Pipeline Company and the other for $224,000 affecting Northern Natural Gas Company.

Certificate cases

● **Alabama-Tennessee Natural Gas Company:** The FPC has authorized Alabama-Tennessee to construct about four miles of pipeline and an additional 350 horsepower in compressor capacity and purchase a new meter station on its natural gas transmission system in Alabama and Mississippi. Total estimated cost of the construction is $186,000.

● **El Paso Natural Gas Company:** The FPC has granted temporary authority to El Paso Natural to construct approximately 74 miles of natural gas pipeline and to install 6,925 additional compressor horsepower on its system in Texas, New Mexico and Arizona. Total estimated cost of the project is $13.9 million. The company also will construct a fractionation plant, pipelines, and underground storage facilities, additions to various gathering systems, and other structures and auxiliary equipment for product extraction.

● **Tennessee Gas Transmission Company:** The FPC has authorized Tennessee Gas to build about 243 miles of 24-inch line from the Hebron storage field in Potter County, Pa., extending to a connection with existing facilities near Greenwich, Connecticut. Tennessee also will build about 18 miles of 24-inch line connecting the Hebron field with the Harrison storage field facilities in Potter County, Pa., and Steuben County, New York. These facilities will be used in part to render service to companies in the New York-New Jersey area under a recently approved compromise agreement with **Transcontinental Gas Pipeline** for service in the Metropolitan New York area. The estimated cost of this project is $28.7 million.

In another proceeding the FPC authorized Tennessee Gas in conjunction with **Iroquois Gas Corporation** to develop the Colden Storage Field in Erie County, N. Y., with an estimated capacity of 10 billion cubic feet of active gas. Tennessee will acquire from Iroquois an undivided one-half interest in the facilities. Estimated cost is $2.7 million for Iroquois and $8.0 million for Tennessee, including base storage gas.

In still another proceeding the FPC authorized Tennessee Gas in conjunction with **New York State Natural** to develop and jointly operate underground storage facilities in northern Pennsylvania and southern New York. Tennessee will acquire from New York State Natural an undivided one-half interest in the Harrison, Ellisburg and State Line storage pools, located in Potter County, Pa. and Allegheny and Steuben Counties, New York. The estimated cost of this project to Tennessee is $6.6 million.

● **Texas Eastern Transmission Corporation:** The FPC has authorized Texas Eastern and New York State Natural to construct, operate and acquire additional underground storage facilities as part of their joint Oakford storage project in Westmoreland County, Pennsylvania. The companies also plan to acquire a 2,000 horsepower field gathering compressor station from **The Peoples Natural Gas Company** and then to install an additional 1,980 horsepower at this station. Total estimated cost of all the facilities is $1.2 million, to be shared equally between Texas Eastern and New York State Natural.

● **Texas Gas Pipe Line Company:** The FPC granted company permission to construct about two miles of 12¾ inch pipe and a 1,600 horsepower compressor station. These facilities will connect with those of Transcontinental Gas Pipeline. Estimated cost of the project is $1.1 million.

● **Transcontinental Gas Pipeline Company:** The FPC has authorized Transcontinental to construct about 25 miles of 12-inch pipe in Louisiana, extending from its main transmission line in Calcasieu Parish to the proposed Cameron Parish connection with Texas Gas Pipe Line's facilities. The cost of this project is estimated to be $1.1 million and will enable Transcontinental to gain access to additional natural gas reserves in Chambers, Jefferson, Orange and Galveston Counties, Texas.

In another proceeding before the FPC, Transcontinental submitted a revised plan for construction of facilities which would increase natural gas deliveries by a total of 83.0 million cubic feet per day to 36 existing customers and two new customers. In its earlier filing, Transcontinental proposed a total increase in deliveries of 69.4 million cubic feet per day to 32 existing customers. The revised project includes a total of 361 miles of 36- and 30-inch pipe paralleling sections of Transcontinental's existing system, a total of 9,600 horsepower to be installed in two new compressor stations, and additional metering stations. Total estimated cost of the new facilities would be $48.2 million.

In still another proceeding, the FPC approved an application by Transcontinental to construct about 173 miles of 30- and 36-inch loop line, paralleling sections of its existing system, plus a total of approximately 58 miles of 12- and 16-inch line. These facilities, together with additional compressor capacity at existing stations, will enable Transcontinental to increase its system capacity by 37.3 million cubic feet of gas per day to supply additional gas to its New York-New Jersey area customers. The estimated cost of this project is $29.7 million.

● In other FPC proceedings four more companies were exempted from FPC regulation under the Hinshaw Amendment. Those exempted were the **Frankfort Kentucky Natural Gas Company, New Jersey Natural Gas Company, The Philadelphia Electric Company** and the **Pueblo Gas and Fuel Company.** The Commission has now exempted 51 companies, and partially exempted two others from jurisdiction under Section I (c) of the Natural Gas Act.

Columbia plans million-dollar building for service company

THE COLUMBIA Gas System Service Corporation will build a two-story, air-conditioned office building in Marble Cliff, a suburb of Columbus, Ohio. Columbia has purchased 15 acres of land along the Scioto River for the new building.

Robert B. Milne of New York, vice-president in charge of buildings and real estate for the corporation and its parent, The Columbia Gas System, Inc., said the new structure will cost approximately a million dollars.

In addition to an ultimate 225-person capacity, the building will house the system's McIlroy Pipeline Network Analyzer. The analyzer, a complex electronic machine, is used by the entire system for fast, accurate solutions to difficult gas distribution problems. The new building will house a staff of engineers, a systems and methods department, a stationery department, purchasing department, and eventually a new electronic accounting department which will serve the entire System.

The building is expected to be completed and ready for occupancy by the fall of 1956.

Sell 1,000th text

ENROLLMENTS in the Institute of Gas Technology Home Study Course, *Natural Gas Production and Transmission,* and sales of the text as a reference work, passed the 1,000 mark in December, less than two years since the course was first made available.

The 1000th copy of the text, to be distributed on a bona fide enrollment or order (and exclusive of copies given to contributors and reviewers) was sent to Wilbur R. Maxeiner, Oklahoma Natural Gas Co., Tulsa, Okla., an enrollee. A few days later the 150th "Certificate of Accomplishment" for satisfactory completion of the course was issued. The student who received it is B. C. Holman of the Minneapolis Gas Company.

The reception which the gas industry has given the course attests to its value; dozens of companies have made it a part of their employee-training programs, and have solicited more than half of the total enrollments.

To any company which has not yet investigated the course's potentialities in the training of its employees, the Institute will be pleased to send a copy of the text on approval, for inspection. The Institute will also furnish a brochure describing the course.

Industrial Committee compiles standards

Industrial Gas Practices Committee makes progress in compiling standards for installation of industrial and commercial piping at meeting in New York. Material will soon be issued as recommended good practice requirements as first step in making an American Standard. Committee members, seated l. to r.: M. A. Combs, New York; A. D. Frydendall, Chicago; E. L. Spanagel, chairman, Rochester; R. L. Davis, Baltimore; A. H. Cramer, Detroit; R. N. Buck, Cleveland. Standing, l. to r.: R. A. Himmelman, Chicago; R. A. Modlin, Cleveland; R. C. LeMay, Philadelphia; P. W. Craig, Pittsburgh; J. M. Robertson, Houston; L. W. Crump, Tulsa; F. N. Whittemore, Hartford; G. W. Brahmst, Boston; D. A. Campbell, Rockford

Manufacturers announce new products and promotions

PRODUCTS

● A new line of **gas fired warm air furnaces,** including a 150,000 Btu input model offered as a vertical unit for closet installation, has been announced by the Coleman Co., Wichita, Kansas. When used as a heating and cooling system, the new models can be supplied with special blowers, combination heating and cooling thermostats and relay boxes.

● **A solenoid valve** which uses a spring-loaded synthetic valve and introduces other new features to assure more positive seal-off is being marketed by Minneapolis-Honeywell Regulator Company. The "soft-seat" valve, made of Buna N rubber, is said to be so durable it should never need replacing, yet is soft enough to help reduce the possibility of leakage. Available in ¾-inch, ½-inch and ⅜-inch sizes.

● Popular priced **built-in gas ovens, broilers and separate surface cooking units** are being offered by Martha Washington Distributing Company. Company gives specifications and installation data in a four-page brochure, available from its headquarters at 163 Avenue A., Bayonne, New Jersey.

● Welbilt Stove Company has announced the availability of a **"matchless" gas range** which will be part of its 38-inch deluxe series. This series, one of three offered by the company, features a built-in rotisserie.

● Magic Chef is concentrating on 11 basic **gas range models** this year, with variation in its deluxe series. These deluxe models will include a new cool pilot ignition system, plus other company developments as the swing-out broiler, deodorizing lamp, red wheel oven regulator.

● The new Norge **gas ranges** were designed with the demands of the frozen food age in mind! Extra large ovens (more than four cubic feet), for those homemakers who bake for the freezer as well as for the table are incorporated in 30- and 36-inch ranges. In addition, range tops have been restyled.

● The glass back panel and chrome trim styling are the outstanding attractions of the new 1955 Hardwick **gas range.** Hardwick is including its pin-point pilot on all models, while automatic oven lighting and 100 percent safety shut-off are available on most models.

● Caloric Appliance Corporation combines design, color treatment and flexibility in its new line of **gas appliances.** Peter Muller-Munk, noted designer, worked with the company in designing the **new range models,** which include new back guard and door panels, recessed control knobs. There are ovens in three different widths: 13-inch, 16-inch and 20-inch. Some Caloric ranges have two ovens, high broiler, rotisserie, up to six burners, automatic oven and broiler lighting. Needle pilots are used with all surface burners. Caloric is again offering its built-in gas range units.

The new Caloric **clothes dryer** comes in a standard and a deluxe model. The deluxe model is fully automatic with single knob control while standard model provides automatic operation with either constant burning pilot or push-button ignition. Dryers use less heat, more air, contain nylon knit lint screen.

Caloric will continue to manufacture two models of its **gas-fired incinerator**—both of which comply with the requirements of American Gas Association. Incinerators will take care of newspapers, boxes, flower trimmings, old shoes, bones—everything but glass or metal. Incinerator requires flue attachment for venting. Special feature enables incinerator to automatically handle exceptionally wet refuse or very dry materials, such as gift wrappings.

PROMOTIONS

● **A new sound slide film,** "Serving Up Sales" prepared by Anetsberger Brothers, Inc., Northbrook, Ill., is specially slanted for dealer presentations. The food serving equipment dealer's film is only 20 minutes in length, familiarizes viewers with structural and functional features of its fryers, grillators, hot plates, food warmer, and other pieces of equipment in the line. Film is a modern and practical approach to sales training because it explains workings of each unit in detail, giving salesman knowledge of operations. One A. G. A. version does not include the Anets name in narration, thus can be shown without prejudice to dealers of other brand-name equipment.

● Coleman Co., Inc., is shipping all models of its Vit-Rock water heater with a **$500 warranty bond** attached to the manufacturer's standard 10-year warranty. The bond guarantees that the system, installed according to the manufacturer's recommendations, will maintain specified temperatures throughout the house.

● Ruud Manufacturing Co., Pittsburgh is offering a **home service file,** believed to be a gas industry "first". File includes special bulletins, booklets and other material to help the utility home service director enlarge her activity in the A. G. A. New Freedom Gas Laundry Program.

A hard-hitting **brochure** "Seventeen Million Automatic Gas Water Heaters Can't Be Wrong" also has been offered by Ruud Manufacturing Company. Brochure analyzes the water heater market and prescribes action to secure that market for gas. Another Ruud **brochure** is "The Record of Ruud Automatic Gas Water Heaters in Public Housing," a 24-page booklet giving factual and photographic record of domestic hot water service in 59 public housing project installations coast-to-coast.

Newspaper supplement plugs gas home project

CONSTRUCTION of a 2,000 home project, each with built-in gas cooking equipment, was the subject of a special Sunday supplement in the *Philadelphia Inquirer* on November 21, 1954. The promotion was another example of cooperation between Public Service Gas and Electric Co., Newark, N. J., and builders, architects and suppliers.

The supplement was devoted to the Woodcrest project, adjoining Haddonfield, N. J., to be built by 20th Century Construction Company. Previously Public Service sponsored a similar supplement in the New York *Times,* which featured an all-gas Blue Flame Home built as a model in northern New Jersey.

Pennsylvania natural gas utilities plan expansion in 1955

NATURAL GAS utilities plan to spend $39,504,750 in 1955 for improvement and expansion of gas service in Western Pennsylvania, the Pennsylvania Natural Gas Men's Association has announced. This represents an average capital outlay of approximately $42.00 for each of the more than 950,000 natural gas customers in the area.

As in recent years, largest portion of the projected capital expenditures for 1955 is budgeted for additions to transmission pipelines and continued expansion of underground gas storage reservoirs to meet winter peak-load demands for gas space heating. Company budgets indicate expenditure of $7,202,100 for transmission and $7,785,000 for storage, for a total outlay of $14,987,100 to improve gas supply facilities. This is exclusive of capital outlays totaling additional millions of dollars for expanding natural gas deliveries to Pennsylvania to be made in 1955 by the national pipeline companies.

The search for additional natural gas in the Appalachian area (Western Pennsylvania, West Virginia and Kentucky) and the drilling of new production wells have been allotted $9,056,500 in the PNGMA member-company budgets.

This total likewise is exclusive of unbudgeted outlays by independent drillers and producers.

Enlargements and additions to utility distribution systems to serve new customers and meet the growing gas needs of present consumers will cost $12,699,500 in 1955. Miscellaneous capital outlays for offices, warehouses, equipment, etc. total $2,761,650.

Indianapolis utility to build new home

CITIZENS GAS and Coke Utility, Indianapolis, has announced that construction of a new office building will begin soon. Dean T. Burns, general manager, said the new building was made necessary by the expiration of the utility's 20-year lease on its present quarters on January 1, 1957.

Mr. Burns said the proposed building would cost approximately $700,000 and that it would not be necessary for the company to borrow any money, as funds for this purpose have been set aside out of earnings for the past several years. He said that consolidation of engineering, accounting and dispatching activities, together with administrative and sales department, would result in an operating savings.

The new building will contain approximately 50,000 square feet, in contrast to the 31,000 square feet in the present quarters. Arrangements also have been made to provide ample space nearby for appliance and bill-paying customers, although it is possible the utility may also maintain a small showroom in the city for these purposes.

Tennessee offers corrosion course

FUNDAMENTALS of corrosion are to be stressed during the three-day University of Tennessee Corrosion Conference scheduled to be held March 1-3. Subjects included will be catastrophic corrosion, liquid and metal corrosion, use of plastics and plastic liners for corrosion protection, principles of cathodic corrosion, passivation of stainless steels and nature of metals and alloys.

Four simultaneous round tables are planned on corrosion control practice on atmospheric corrosion, high temperature corrosion, corrosion by chemical solutions and underground corrosion.

Chicago consultants merge

THE firms of Jay Samuel Hartt, consulting engineers and Middle West Service Co., both of Chicago, have been merged under the name of Middle West Service Company. Offices will be maintained at both 327 South LaSalle St., and 20 North Wacker Drive during the next three months while office space at the latter address is being provided. Thereafter, all business will be conducted at 20 North Wacker Drive, Chicago.

The heads of both organizations are to remain active in the merged company. Edwin Vennard will be president of the company and Jay Samuel Hartt will be chairman of the executive committee. Rodman McClanahan will continue as executive vice-president. Mr. Hartt and Mr. McClanahan are members of American Gas Association.

House organ wins

"Watts 'n' Therms," employee magazine of Rockland Light and Power Co., Nyack, N. Y., is honored with award by "Bergen (N. J.) Evening Record" and Bergen County Chamber of Commerce, sponsors of recent employee publication contest. At presentation ceremony are (l. to r.): D. C. Borg, newspaper's publisher; C. W. Caldwell, L. A. Lovett, both of Rockland Light and Power, and A. M. Harris, Ford Motor Company

Magazine offered

CONSTRUCTION IS a 50 billion dollar business—by far the largest of all industries—and a vital force in promoting a sound, expanding economy.

A new federal government publication *Construction Review* gives pertinent statistics on this industry in city, state and nation. *Construction Review* replaces two publications no longer available, the Department of Labor's *Construction* and *Construction and Building Materials,* by the Department of Commerce.

Construction Review, a joint monthly publication of the two departments, contains the major statistical series compiled by the federal government and some private sources in the field of construction. These include: new construction volume, housing starts, forecasts, materials, prices, repair expenditures, contract awards, employment, hours of work, federal legislation, labor requirements, union wages, apprenticeship, materials production, analytical articles, cost indexes and weekly earnings.

Construction Review is available at $3.00 per year Domestic and $4.00 Foreign from the Government Printing Office, Washington.

Southern Counties celebrates meter connection

For the third time in less than two years, rapidly expanding Southern Counties Gas Co., Los Angeles, celebrates the connection of a 100,000th meter in one of its operating divisions. Among the 400 civic and business dignitaries on hand to watch Guy W. Wadsworth, Jr. (left), gas company president and general manager turn on "gold" meter in a Santa Ana model home featuring a New Freedom Gas Kitchen, were (left to right): Justine M. Kennedy, manager, Orange County Div.; James A. Millen, vice-president; Jerrold Q. Abel, controller and treasurer; Frank B. Wright, vice-president; Jay Davis, Jr., vice-president; Ludlow Shonnard, vice-president

Build laboratory

THE NATURAL GAS Pipeline Company of America and its companion companies have announced the completion of a new control and testing laboratory near Joliet, Illinois. Laboratory work formerly was carried on at the company's Fritch, Texas, plant.

Montgomery succeeds Rose at United Natural Gas

J. G. MONTGOMERY, Jr., Oil City, Pa., was elected president of United Natural Gas Co., The Mars Co. and The Sylvania Corporation. He succeeds H. S. Rose who retired as president following 52 years of service with the companies.

In addition to the new president, the following officers were elected: L. A. Brown, comptroller; J. A. Comet, vice-president; H. B. Wood, vice-president; H. C. Rose, secretary and treasurer; F. P. Ginkel, assistant secretary and assistant treasurer; F. F. Thurston, assistant secretary; L. J. Fleckenstein, assistant treasurer; and C. P. Garvey, purchasing agent.

Mr. Montgomery, who has had 30 years' service with UNG and its associated companies, is a graduate of West Virginia University where he majored in geology and oil and gas production. He also earned a Master's degree in mining engineering at the same university.

Prior to joining UNG, he was an instructor of physics at West Virginia University. Later he was employed about four years by Empire Gas & Fuel Co., Bartlesville, Okla., and by Hope Natural Gas Co., Pittsburgh, for one year.

Mr. Montgomery entered UNG's employ as chief geologist on June 8, 1925. In 1928, he was appointed superintendent of production and transmission, retaining the position of chief geologist. He was elected a director of UNG and vice-president of The Sylvania Corporation in January 1933. In 1939, he was elected a vice-president of UNG and a director and vice-president of The Mars Company. On October 1, 1953 Mr. Montgomery was elevated to the office of executive vice-president of UNG, Mars and Sylvania and on December 15, 1954 he was elected a director of National Fuel Gas Co., parent of the three companies.

Mr. Montgomery is a director of Pennsylvania Natural Gas Men's Association, a member of American Gas Association, Engineers Society of Western Pennsylvania and American Petroleum Institute.

Personal and otherwise

Conover heads Pittsburgh Chamber of Commerce

ALBERT W. CONOVER, president of Equitable Gas Co., has been elected president of the Pittsburgh Chamber of Commerce for 1955. Mr. Conover, whose term of office began January 1, has directed Equitable since 1950. Immediately prior to his appointment as Equitable's president, he served as president and general manager of the North Shore Gas Co., Waukegan, Illinois.

A past director of the American Gas Association, and a member of the A. G. A. Advisory Council, he frequently has presented industry views on questions of both local and national significance. In addition, Mr. Conover is chairman of the board, Equitable Gas Co.; chairman of the board, South Jersey Gas Co.; member of the board of directors, North Shore Gas Co.; director, Pennsylvania Natural Gas Men's Association; and member, Western Society of Engineers.

Whittelsey and Poor advance at Ford, Bacon & Davis

FORD, BACON & Davis, Inc., have announced that Charles C. Whittelsey has been advanced to the position of executive vice-president, having formerly been vice-president in charge of the firm's construction activities. He will also continue as executive vice-president of the firm's subsidiary, Ford, Bacon & Davis Construction Corp., Monroe, Louisiana.

William B. Poor becomes vice-president and manager of the construction department. He has also been elected a director of the firm, as well as a director of the Construction Corporation.

Born in Birmingham, Mr. Whittelsey attended Washington University, St. Louis, and the Missouri School of Mines. He has had active charge of the engineering and construction of many of the large-scale projects handled by the firm.

His experience in the oil and gas business dates back to 1926 when he joined the firm to work on the construction of the Interstate Natural Gas Company's line from Monroe, La., to New Orleans. Since that time he has been continuously active in the firm's oil and gas work, which includes many of the major pipeline projects in the U.S. and Canada.

Mr. Whittelsey is a member of the American Society of Mechanical Engineers, the American Society of Civil Engineers, the American Society of Military Engineers and is a registered professional engineer in a number of states in the United States and several provinces in Canada.

Mr. Poor received his bachelor of science degree in mining engineering from Ohio State University. Prior to joining the firm in 1948, he was chief engineer of Tennessee Gas Transmission Company and for many years was associated with United Gas Pipe Line Company. He has had charge of the construction of many long-distance, high-pressure natural gas pipeline systems, including the Michigan Wisconsin Pipeline project extending from Texas to Detroit and Milwaukee and the Algonquin Gas Transmission Company's system serving many communities in New England, including Boston. Recognized as an expert in the transmission and distribution of natural gas, he has on many occasions testified before the Federal Power Commission, the Conservation Board of the Province of Alberta and many state regulatory bodies.

Mr. Poor is a member of the American Gas Association, American Institute of Mining and Metallurgical Engineers, and is a registered professional engineer.

Evelyn Winkes succeeds Dorothy Pearson

EVELYN M. WINKES, former regional home economist for the Avco Manufacturing Co., has been named general home service director of The East Ohio Gas Co., Cleveland. Miss Winkes is replacing Mrs. Dorothy Pearson who is leaving East Ohio to devote full-time to her family.

Evelyn M. Winkes

Included in Miss Winkes' duties will be the coordination of activities of the company's home service departments in Cleveland, Youngstown, Akron, Canton and Warren. She will also be responsible for developing a year-round program of cooking and gas appliance demonstrations for dealers, and at club meetings, and homes of East Ohio customers.

Miss Winkes has been first assistant administrative dietician at Charlotte Memorial Hospital, Charlotte, N. C.; and chief dietician at St. Mary's Hospital, Montreal, Quebec. Miss Winkes, a Canadian, is a graduate of Saskatchewan University.

Southern appoints Clark

OLIVER W. CLARK has been named a vice-president of Southern Natural Gas Co., Birmingham, Alabama. He will continue as general superintendent of the pipeline firm.

Mr. Clark started with Southern Natural in 1934 as a compressor station oiler at Pickens, Miss. By 1941 he had moved up to be assistant superintendent of compressor stations. After World War II service in the Army, he returned to become superintendent of compressor stations. In 1951 he was named general superintendent in charge of the company's operating department.

Mr. Clark is a graduate of Mississippi State College in mechanical engineering and is a director of the Southern Gas Association.

Donnelly conducts Servel trade and industry relations

J. F. Donnelly

JAMES F. DONNELLY, who has been vice-president in charge of sales for Servel, Inc. since 1952, has been named to the newly created position of vice-president in charge of trade and industry relations.

In his new job Mr. Donnelly will be responsible for developing and maintaining the company's relations with trade associations and other industry groups.

Two such groups in which Mr. Donnelly has served as an officer and committeeman are the Gas Appliance Manufacturers Association and the American Gas Association.

He was president of GAMA in 1952-1953, and a member of its board of directors in 1940-1942 and 1951-1954. He has served on GAMA's Executive Committee, Gas Industry Development Committee, and Public Relations Policy Committee. He was also chairman of the association's Water Heater Division in 1940-1942.

Mr. Donnelly is now a member of the board of directors of A. G. A., and is a member of the utility association's Gas Refrigeration Committee, and of the Managing Committee of the Residential Gas Section. Previously he was a member of A. G. A.'s National Advertising Committee and Gas Water Heater Committee.

He is also a member of the Liquefied Petroleum Gas Association's National Council for Promotion.

For 20 years, he was with the Bastian Morley Co., of LaPorte, Ind., manufacturers of water heaters and boilers, as a salesman, later advertising and sales promotion manager, and finally as general sales manager.

Before joining Servel in 1952, Mr. Donnelly was associated with A. O. Smith Corporation for nine years, serving successively as water heater sales manager, marketing director, assistant general manager of the Kankakee works and finally acting general manager.

Names in the news—a roundup of promotions and appointments

UTILITIES AND PIPELINES

At the East Ohio Gas Co., Cleveland, LAWRENCE DITCHBURN has been promoted from the post of assistant treasurer and assistant secretary to treasurer. WILLIAM HOWELLS and FRANCIS WRIGHT have been appointed assistant treasurers. HAROLD ECKES, formerly director of public relations, is now director of market research. JOHN S. MCELWAIN, now sales manager, The New York State Natural Gas Co., will be sales manager, East Ohio.

L. W. COGHLAN has been named comptroller of Pacific Gas and Electric Co., San Francisco, to succeed E. W. HODGES, who retired from the post after 37 years service with the company, 27 as comptroller.

J. A. ENGLISH is now manager of the emergency procedures division, Philadelphia Electric Company. Mr. English heads the new unit, which will review, improve and establish emergency operating procedures. J. HENRY LONG was named general superintendent of the gas department succeeding Mr. English. E. K. CORNELIUS succeeds Mr. Long as superintendent of gas production. C. D. BUCHHOLZ, JR., is superintendent of gas production at West Conshohocken, Oreland and Pottstown. E. F. BERGEY has been named plant superintendent of the West Conshohocken gas plant.

E. C. MCANINCH, formerly Ardmore district vice-president, Oklahoma Natural Gas Co., has been promoted to the position of Tulsa district vice-president. Mr. McAninch succeeds OAKAH L. JONES, who resigned recently to join Consumers Power Co., Toronto. EARLE E. GARRISON, formerly the company's manager at El Reno, succeeds Mr. McAninch as district manager at Ardmore.

C. D. PENDERGRAST has been appointed director of publicity for Northern Illinois Gas Co., Chicago.

E. A. HUMESTON, JR., has been named general superintendent of production and transportation, Equitable Gas Co., Pittsburgh. He joined the company in 1927, will be in charge of all production and transportation system activities in Pennsylvania and West Virginia. OAK H. SHAW succeeds Mr. Humeston as superintendent of the company's Clarksburg division.

IVAN BALL, Peoples Water & Gas Co., North Miami, Fla., has been promoted from chief accountant to controller and financial assistant.

FRED DETTMAR has been appointed manager of information services division and DALLAS E. FOREMAN has been named supervisor of the public information department, The Dayton Power and Light Co., Ohio.

I. W. DODS has been promoted to the post of pipeline construction superintendent, Transcontinental Gas Pipe Line Corp., Houston.

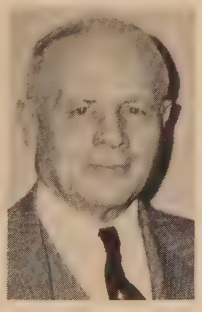
MANUFACTURERS

GORDON HENTZ is now manager of marketing, RCA Estate Appliance Corporation. Mr. Hentz has served the Hamilton, Ohio firm for seven years, will supervise sales, product planning, and merchandising. He succeeds INWOOD SMITH, who resigned on October 31. THOMAS BARTLEY has been appointed manager of field promotion.

Magic Chef, Inc., St. Louis announces the resignation of MARC W. PENDER, vice-president in charge of sales. He is succeeded by KENNETH D. DUPREE.

A. W. GRUER, JR., has assumed the position of assistant to the president. He will retain his duties as market research manager.

Flahive retires from Columbia System



F. B. Flahive

FRANCIS B. FLAHIVE, vice-president of the Columbia Gas System Service Corp., retired December 1, 1954, after 28 years of service. He was in charge of insurance, pensions and motor vehicle operations. Arthur W. Stewart has been named director of transportation, a newly created title since the retirement of Mr. Flahive.

Born in Boston in 1889, Mr. Flahive joined the system in its New York office in 1927. He was named assistant treasurer of the former Columbia Gas & Electric Corporation in 1928, and was elected vice-president of the service corporation in 1941.

Before joining Columbia, Mr. Flahive had 19 years' experience with Stone & Webster, public utility operators of Boston. He has been active in various associations. He has been chairman of the Accounting Sections of both the American Gas Association and the Edison Electric Institute and was awarded the A. G. A. Order of Accounting Merit in 1952. He is also a member of American Management Association and Controllers Institute.

Mr. Stewart will be in charge of aircraft and motor vehicle operations. His office now is in New York City. He formerly was chief pilot for the Columbia Gas System, a position he took in 1952. Before that he had been executive pilot for various corporations, and had operated an airport. During World War II he was in the Air Transport Command.

Coulter succeeds Lowe

GEORGE W. COULTER will head up Manufacturers Light and Heat Company's business and sales promotion activities in 1955. He replaces Robert H. Lowe, sales manager, who resigned January 1st. Mr. Lowe, director of gas appliance promotions for Ketchum, MacLeod & Grove before joining Manufacturers in 1952, has accepted the position of utility representative for Coleman Co., Wichita, Kansas.

Mr. Coulter joined Manufacturers and its affiliated Pittsburgh Group Companies at Wheeling, W. Va., in 1937. After Air Force service in World War II, he was appointed sales supervisor at Steubenville, Ohio, and in 1950 assistant district sales supervisor at Mt. Lebanon, Pennsylvania.

Mr. Lowe is a member of American Gas Association and the Pennsylvania Natural Gas Men's Association.

Service council honors T. J. Perry

THOMAS J. PERRY, a charter member of Metropolitan (N. Y.) Service Managers Council and chairman of the group since its founding 23 years ago, was honored at the organization's December meeting by the presentation of a television set as an informal expression of esteem.

The Council holds monthly meetings where service managers from the 26 member utilities can bring service problems to the attention of their colleagues. Out of these discussions arise solutions that might not have been possible without the intimate interchange of information and experience that the Council evokes.

To maintain an air of ease and confidence the Council has adopted several measures. For one thing, no manufacturer representatives are members. Only utility representatives attend, and no minutes of the discussion are kept. No prepared papers are presented.

The award to Mr. Perry, who is field manager, commercial service, The Brooklyn Union Gas Co., was a friendly gesture on the part of the 58 active participants in the Council in appreciation of the part he has played in making the Council an effective aid to its membership. The presentation was made by Frank J. Lowe, chief instructor, customer service department, The Brooklyn Union Gas Company. Mr. Lowe was acting for Ralph D. Davis, shop and meter superintendent, Long Island Lighting Co., who was unable to be present.

Appreciation of 23 years' activity as chairman of Metropolitan Service Managers Council comes to Thomas J. Perry (left) in form of television set. Frank Lowe makes presentation for members

Mr. Perry is also a member of American Gas Association and Society of Gas Operators.

Trueblood promoted

W. T. TRUEBLOOD has been appointed to the newly created position of merchandising manager, gas range division, Magic Chef, Inc., St. Louis.

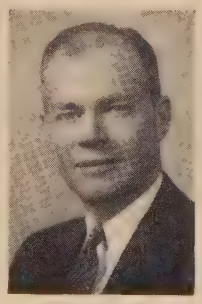
W. T. Trueblood

Mr. Trueblood was formerly sales promotion manager from 1949 to 1952. In 1952 he was made director of advertising and promotion, a position which he has held until the present time.

Long active in gas industry affairs, he served two terms as chairman of the Domestic Gas Range Division of the Gas Appliance Manufacturers Association, also serving at the same time on the board of directors of that association. Last spring he was given the Meritorious Service Award at the annual GAMA convention in recognition of his contribution to the gas industry. Currently he is chairman of the Promotional Committee of the Domestic Gas Range Division of GAMA.

Mr. Trueblood has served and is serving on various committees of the American Gas Association, and has also been active in the Institute of Appliance Manufacturers.

W. Paul Jones



W. Paul Jones

former president of Servel, Inc., died on January 20 in Evansville, Indiana. Mr. Jones, who was 53 years old, succumbed to a heart attack.

Mr. Jones retired as president of Servel in September 1954, and became vice-chairman of the board of directors. He retained his position as president of the Kellett Aircraft Corp., Camden, N. J., manufacturer of military helicopters.

Mr. Jones was educated at Oakland City College, Ind., and started his career as a service manager for the Frigidaire Corp., Indianapolis. In 1928 he was named president and general manager of the Refrigeration Products Company.

Mr. Jones first joined Servel in 1929 as educational director. He later became advertising and sales manager. He was named assistant general manager of the commercial division in 1933 and left in 1934 to become executive vice-president of Fairbanks Morse Home Appliances Company. He joined Philco Corporation in 1939. Before leaving Philco ten years later, he had been advanced to the post of vice-president in charge of the firm's refrigeration division. In that year, 1949, he was named to head the Servel organization.

Mr. Jones was the inventor and patentee of several developments and designs in refrigeration. Active in both American Gas Association and Gas Appliance Manufacturers Association, he served on several A. G. A. Residential Gas Section committees.

Survivors include his widow and a daughter, Mrs. Robert Theis of Pittsburgh.

James Lorin Richards

chairman of the board, Boston Consolidated Gas Co., and a leading New England financier for more than 50 years, died on January 3, five days before his 97th birthday.

Until last September, Mr. Richards was in his Boston office every weekday. As a director and executive committee member of the American Sugar Refining Co., he made weekly train trips to New York until his 95th birthday.

Mr. Richards amassed a fortune in the tobacco business and tried to retire at the age of 42. Many companies called for his services, however, and at one time he was the director of 33 companies simultaneously. Until 1948, he was a director and executive board member of New York, New Haven and Hartford Railroad. He had been chairman of the Middlesex and Boston Street Railway, which he helped to develop at the turn of the century.

Surviving are his son, Edwin M. Richards, Chestnut Hill, Mass.; a daughter, Mrs. Robert J. Leonard, Pelham Manor, N. Y.; and a sister, Miss Marion Richards, Springfield, Mass. There are also nine grandchildren, 26 great grandchildren and one great-great grandchild.

Edwin Bronson Heinz

superintendent of the Bayshore Gas Works, Long Island Lighting Co., died on January 5 after a short illness at the Flower Fifth Avenue Hospital, New York. He was 48 years old.

Mr. Heinz had served the company since 1927, and had been plant superintendent of the Hempstead Works before assuming his position in Bayshore. He was a graduate of Pratt Institute, Brooklyn, New York.

Mr. Heinz was active in American Gas Association Operating Section activities. He is survived by his wife, Estelle and daughter, Donna Lee.

Frank Lemke

former member of the board of directors, American Gas Association, died on January 4. Mr. Lemke had served as secretary and treasurer of The Humphrey Company. When this organization was taken over by the Ruud Manufacturing Co., he became manager of The Humphrey Company Division.

C. L. Philips

Kastanjelaan, 16, Berg en Dal, Netherlands, a member of the council, International Gas Union, died on December 9.

New A.G.A. members

Gas Companies

Cottage Grove Gas Co., Cottage Grove, Ore. (S. Paul Radtke, Pres.)

Associate Members

Bishop Publishing Co., Chicago, Ill. (Glenn A. Bishop, Pres.)

Harrington, Marsh & Wagner, Amarillo, Tex. (D. D. Harrington, Partner)

Manufacturer Companies

Carbomatic Corp., Freeport, N. Y. (A. A. Hurley)

Chem-Therm Manufacturing Co., Monrovia, Calif. (Max C. Thompson, Pres. & Gen. Mgr.)

Corporacion Nacional Distribuidora S. A., Planta Kelvinator, Santa Clara, Mexico (H. M. Orozco, Plant Mgr.)

Delher, S. A., Bucareli y Prim, Mexico (Arturo Delgado, Gen. Mgr.)

Duo-Flash Co., San Francisco, Calif. (W. W. Carver, Gen. Mgr.)

Krispy Kreme Doughnut Corp., Winston-Salem, N. C. (Frederick H. Ponisk, Mgr., Equipment Dept.)

Mitchell Metal Products Inc., Cleveland, Ohio (John R. Wierdsma, Pres.)

Penn Boiler & Burner Manufacturing Corp., Lancaster, Pa. (Albert Morrison, Jr., Pres.)

The Stiglitz Corp., Inc., Louisville, Ky. (E. N. Stiglitz, Pres.)

Individual Members

L. E. Achterberg, Northern Natural Gas Co., Omaha, Neb.

John S. Adams, Northern Natural Gas Co., Omaha, Neb.

Elmer G. Ames, Pacific Gas & Electric Co., Marysville, Calif.

R. E. Anderson, Southern California Gas Co., Burbank, Calif.

W. J. Arundel, Southern California Gas Co., Los Angeles, Calif.

Charles G. Barndt, Lone Star Gas Co., Dallas, Texas.

James S. Barry, Worcester Gas Light Co., Worcester, Mass.

J. M. Barton, Northern Natural Gas Producing Co., Omaha, Neb.

Gilbert N. Bell, The Sprague Meter Co., Bridgeport, Conn.

Helen M. Bickford, Southern California Gas Co., Glendale, Calif.

D. C. Brandeau, Southern California Gas Co., Rivera, Calif.

Alfred S. Briggs, Jr., Philadelphia Electric Co., Penndel, Pa.

William J. Brooksbank, Consolidated Gas Electric Light & Power Co., Baltimore, Md.

J. W. Burke, Burke Engineering Co., Los Angeles, Calif.

Lou W. Butler, Southern California Gas Co., Los Angeles, Calif.

Charles S. Coates, Trans-Canada Pipe Lines Ltd., Calgary, Alta.

John W. Cowan, Ace Engineering Co., Chicago, Ill.

Calvin H. Criley, Southern California Gas Co., Glendale, Calif.

Vernon Damm, Seattle Gas Co., Seattle, Wash.

Charles C. Diggs, Consolidated Gas Electric Light & Power Co., Baltimore, Md.

Merle E. Fields, Southern California Gas Co., Los Angeles, Calif.

George A. Ford, The Connecticut Light & Power Co., Hartford, Conn.

L. B. Fugitt, Northern Natural Gas Producing Co., Wichita, Kan.

F. Gagne, Northern Natural Gas Co., Omaha, Neb.

Chester L. Gillum, Dayton Power & Light Co., Dayton, Ohio

Paul R. Goodholm, Southern California Gas Co., Van Nuys, Calif.

John C. Grey, Jr., Northern Ontario Natural Gas Co., Ltd., Toronto, Ont.

G. C. Grundstrom, Southern California Gas Co., Los Angeles, Calif.

H. E. Hale, Honolulu Gas Co., Ltd., Honolulu, T. H.

B. R. Haley, Affiliated Gas Equipment, Inc., Monrovia, Calif.

Wayne C. Hall, Southern California Gas Co., Alhambra, Calif.

Wayne Hansen, Mountain Fuel Supply Co., Salt Lake City, Utah

Armond J. Harris, Northern Natural Gas Co., Omaha, Neb.

Nelson W. Hartleben, Southern California Gas Co., Los Angeles, Calif.

Robert L. Hennessey, Southern California Gas Co., Whittier, Calif.

E. D. Herron, Owens-Corning Fiberglas Corp., Santa Clara, Calif.

R. S. Hewitt, Southern California Gas Co., Los Angeles, Calif.

F. R. Hickman, Mountain Fuel Supply Co., Salt Lake City, Utah

C. K. Holland, Robertshaw-Fulton Controls Co., Lynwood, Calif.

Lawton C. Hughes, Pacific Gas & Electric Co., San Francisco, Calif.

Donald E. Hutchinson, National Tube Div., U. S. Steel Corp., Philadelphia, Pa.

G. G. Jackson, Southern California Gas Co., Temple City, Calif.

James C. Jefferson, Northwestern Utilities, Ltd., Edmonton, Alta.

Walter T. Johnson, Jr., Southern California Gas Co., Arcadia, Calif.

R. E. Jones, Northern Natural Gas Co., Omaha, Neb.

John C. Kania, Carlisle Machine Works, Millville, N. J.

B. Z. Kastler, Jr., Mountain Fuel Supply Co., Salt Lake City, Utah

Thomas R. Keiller, Public Service Electric & Gas Co., Newark, N. J.

E. P. Kerr, Northern Natural Gas Producing Co., Midland, Texas.

J. M. Kilcourse, Southern California Gas Co., Montebello, Calif.

Sidney Koppelman, Standard Pipe & Supply Co., Inc., Philadelphia, Pa.

Alexander S. Lacy, Alabama Gas Corp., Birmingham, Ala.

D. H. Langenfeld, Northern Natural Gas Co., Omaha, Neb.

Edward W. Lighton, The Greenwich Gas Co., Greenwich, Conn.

A. H. Lohr, Pacific Gas & Electric Co., Bakersfield, Calif.

Donald E. Lowe, Southern California Gas Co., Alhambra, Calif.

Walter T. Lucking, Arizona Public Service Co., Phoenix, Ariz.

E. E. Marshall, Northern Natural Gas Producing Co., Denver, Colo.

P. T. McDonough, Northern Natural Gas Co., Omaha, Neb.

Edward A. McGinness, Public Service Electric & Gas Co., Jersey City, N. J.

James F. McGrew, Southern California Gas Co., Monrovia, Calif.

Duncan C. Menzies, Servel, Inc., Evansville, Ind.

John E. Moore, Southern California Gas Co., El Centro, Calif.

I. M. Moulton, Southern California Gas Co., Temple City, Calif.

John Newlands, Northern Natural Gas Co., Omaha, Neb.

Gordon H. Oury, Affiliated Gas Equipment, Inc., Monrovia, Calif.

Richard H. Pierce, San Diego Gas & Electric Co., San Diego, Calif.

Harvey H. Plank, Delaware Power & Light Co., Wilmington, Del.

Earl G. Playford, Columbia Gas System Service Corp., New York, N. Y.

H. B. Roberts, Northern Natural Gas Co., Omaha, Neb.

Kenneth E. Robin, Pacific Gas & Electric Co., San Rafael, Calif.

P. H. Rockstroh, Southern California Gas Co., Pacific Palisades, Calif.

E. B. Roudebush, Northern Natural Gas Producing Co., Omaha, Neb.

H. M. Sampson, Northern Natural Gas Co., Omaha, Neb.

C. Gilbert Scheel, Southern California Gas Co., Los Angeles, Calif.

W. H. Seaman, Southern California Edison Co., Los Angeles, Calif.

Gordon Severa, Northern Natural Gas Co., Omaha, Neb.

Vian B. Silliman, The United Gas Improvement Co., Philadelphia, Pa.

Edward H. Smith, Southern California Gas Co., Lynwood, Calif.

G. E. Stahl, Northern Natural Gas Co., Omaha, Neb.

Jack Stahl, Mountain Fuel Supply Co., Salt Lake City, Utah

A. T. Steinbacher, Northern Natural Gas Producing Co., South Omaha, Neb.

Earl A. Stockwell, Southern California Gas Co., Los Angeles, Calif.

William W. Timmis, Jr., Dravo Corp., Atlanta, Ga.

Spalding Trafton, Jr., Southern California Gas Co., Los Angeles, Calif.

G. L. Tribble, Northern Natural Gas Co., Omaha, Neb.

J. R. Turner, Robertshaw-Fulton Controls Co., Lynwood, Calif.

Joseph Wall, James B. Clow & Sons, Los Angeles, Calif.

William R. Wise, Public Utilities Commission, Greenwood, S. C.

John H. Woy, San Diego Gas & Electric Co., San Diego, Calif.

Charles J. Yost, Barrett & Yost, Seattle, Wash.

Old Stove Round-Up

(Continued from page 30)

purchased a new Moffat automatic gas range through Mel Garside, Sarnia district salesman for Union Gas.

Winner of the lucky draw, made from all sales cards turned in during the campaign, was Lincoln Field, London, Ontario. Mr. Field purchased a new Beach automatic gas range from J. Reed of Reed Appliances, London, Ontario.

Tops among dealer salesmen participating in the campaign was A. Ginsberg of London Furniture Company, London, who sold 28 new gas ranges. Other district leaders were: Yale Lopatin, Royal Furniture Company, Windsor, with 18 ranges; Larry Gluckstein, Chatham Furniture Company, Chatham, 13 ranges; and F. Dooks, Keelans Limited, Sarnia, 12 ranges. A prize of $25 was presented to each of these men, in recognition of their efforts.

The campaign was promoted through newspaper advertisements, radio announcements, outdoor posters, western-style "covered" wagon which paraded through the streets of the major cities, cooking schools, dealer meetings and bulletins, and window and showroom displays.

Makes of ranges sold during the campaign included: Moffat, Gurney, Beach Clare Jewell, A. B., McClary, Welbilt, Findlay, Magic Chef, Autocrat, Sunray, Norge, Florence, Detroit Jewell, Universal, Economy, Preway, Eureka, Tappan, Enterprise, Vaughn and Coranada.

Union Gas Company of Canada Limited is a natural gas company serving more than 86,000 customers in southwestern Ontario, in the area from Windsor to London and from Sarnia to Lake Erie.

Lone Star Gas Company

"Every employee a salesman."

An alert, hard-driving sales force.

A brilliantly-conceived and well-directed $100,000-plus advertising campaign.

A carefully-planned dealer assistance program built within a framework of complete sincerity and cooperative effort.

A superior product and confidence in that product.

These were the five ingredients of success in Lone Star Gas Company's record-breaking 1954 Old Stove Round-Up sales campaign.

The results? Company employees were given a quota of 2,574 ranges. They sold 3,245! That's 671 units over quota.

And dealer sales? Well, every dealer polled painted a picture of booming sales. Many stated that they had established new sales records. Although an exact count of these sales is unavailable, it is estimated that dealers operating in Lone Star's 427 cities, towns and communities sold more than 17,000 gas ranges during the campaign!

Lone Star Senior Vice-President Chester L. May's slogan, "Every employee a salesman," had real meaning during this campaign. Company salesmen performed with outstanding success, as was expected of them. Additionally, however, enthusiasm waxed high among employees of other departments. Examples:

A janitor in one district office sold four ranges during the first week of the campaign! A cashier in another office sold three ranges in a single week while performing her duties as cashier. A sub-district manager in a small district and two utility men in another sold 16 ranges each during the initial two weeks.

The company's advertising and promotional campaign was comprised of a series of display advertisements, radio and television spots and many dealer aids, including rocket balloons, premier-showing postcards, "automatic-plus" recipe booklets, visual sales aid booklets and a pamphlet, "How to Sell a Gas Range."

Other dealer aids, which were free, included a three-dimensional four-color back-of-the-range piece, kleen-stick rockets pointing to features of gas ranges, a kleen-stick '55 automatic-plus seal, large floor or window posters and counter cards.

Dealers used 29,000 rocket balloons, 15,300 premier-showing cards, 17,000 recipe booklets and 1,600 copies of the sales visualizer, "How to Sell a Gas Range." They also made liberal and extensive use of all window display material.

A line folder featuring ranges sold by Lone Star and the advantages of flame cooking was found to be extremely effective.

The campaign was kicked off with a series of 18 dealer breakfasts and luncheons, held at various key points over the system. Attendance, in most instances, was excellent. A feature was a 35-minute playlet, "Strangers in Paradise," a fast-moving, three-player presentation of Lone Star's extensive program of support to dealers.

Newspapers cooperate

Forty-six newspapers over Lone Star's system ran special four to 12-page range sections, using editorial and display advertising material furnished by the company's advertising department.

A window display contest attracted wide interest, with 151 entries. First, second and third place winners received cash prizes of $200, $100 and $50, respectively.

The company's employee magazine, with a circulation of 6,000, added its pulling power to the record-breaking campaign with the publication of a 24-page special edition for October. Included in its pages was a double-truck center spread featuring nine of the most popular models of the company's line of gas ranges. The spread was built around an "extra special" employee discount offered during Old Stove Round-Up.

Other pages carried, in addition to current news, special sales stories, gas range testimonials and pictures of customer users, product information on the latest automatic gas range features, and campaign information. Carrying out the '55 Automatic-Plus theme, red rockets were overprinted in color on key pages.

There it is, with the exception of another mention of quality and confi-

Adams starts conversion and service company

M. C. ADAMS, until recently vice-president of John Shriver Gas Conversions, has resigned to enter the conversion and gas service business with headquarters in El Cajon, California.

Prior to joining John Shriver Gas Conversions in 1950, Mr. Adams was connected with Conversions and Surveys, Inc., from 1946 and played an important role in the conversion to natural gas of such cities as Rockford, Ill., Washington, D. C., and Baltimore, Md., and the Long Island Lighting Company's system.

dence. The quality of gas ranges sold by virtually all manufacturers, thanks to forward-looking managements and the fine work accomplished by American Gas Association Laboratories experts, has been constantly improved. Dealer and Lone Star salesmen and other employees, resultingly, entered into the spirit of the campaign with the thought "Ours are the best ranges on the market."

The final result: more than 20,245 ranges sold during the campaign.

Honor H. Carl Wolf

(Continued from page 10)

ing Committee. He also served as chairman of the A. G. A. Industrial and Commercial Gas Section.

Mr. Wolf has long been noted for his devotion to public and civic service. This has been marked by his service with the American Peace Commission, after World War I, and by the service he rendered as regional chairman of the Committee for Economic Development for the Sixth Federal Reserve District. He is currently a trustee of CED. Mr. Wolf was a member of the Advisory Committee at Columbia University Utility Management Workshop. He traveled throughout Europe as the ambassador of the American gas industry visiting members of the International Gas Union. He was awarded a citation for his active participation in civic affairs in Atlanta.

[redacted]

General Management

(Continued from page 13)

Webster, will talk on the value of gas service.

R. S. Gillespie, Indemnity Insurance Co., will discuss excess liability at an insurance meeting led by Robert T. Sprague, Cities Service Petroleum, Inc., chairman of the Insurance Committee. Robert H. Brandow, Stone & Webster, will lead a discussion on the above subject.

Elmer L. Ramsey, Laclede Gas Company, is arranging a program for the Personnel Committee which he heads. Gordon C. Griswold, The Brooklyn Union Gas Co., chairman of the Committee on Economics, is planning a program in this field.

Operating

(Continued from page 28)

a program for overhauling district regulators; and a panel on work organization for construction and maintenance work.

The Metering Subcommittee will also sponsor a Wednesday Luncheon Conference to consider the meterman's responsibility to the gas industry; progress report of a task committee on standardization of meter purchase specifications; why the competition in meter capacities; leather-synthetic diaphrams; and "snap-on" versus "lay-on" backs and fronts.

Because of the increasing importance to the industry of plastic piping, Friday afternoon has been reserved for an open session on plastics, sponsored by the Subcommittee on Plastic Pipe Standards. John Fugazzi, Public Service Company of Colorado, and vice-chairman of the subcommittee, will preside. The session will hear reports on the activities of the subcommittee and of the work of The Society of the Plastics Industry in attempting to develop plastic piping standards.

A panel, consisting of two plastic manufacturer representatives and two representatives of gas companies which use plastics extensively, will discuss latest developments in this field. An exhibit will also be presented on typical present-day plastic pipe fittings and their

(Continued on next page)

1955

MARCH

7-9 •Mid-West Gas Association, St Paul, Minn.
7-11 •National Association of Corrosion Engineers, Chicago, Ill.
21-23 •A. G. A. General Management Section, Spring Conference, Cincinnati, Ohio
24-25 •New England Gas Association, Annual Meeting, Boston, Mass.
24-25 •Oklahoma Utilities Association, annual meeting, Tulsa, Okla.

APRIL

12-14 •A. G. A. Sales Conference on Industrial and Commercial Gas, Hotel Statler, Boston, Mass.
14 •GAMA Sixth Annual Automatic Gas Range Conference, Hotel Pierre, New York, N. Y.
12-15 •A. G. A. Distribution, Motor Vehicles and Corrosion Conference, Cincinnati, Ohio
18-19 •A. G. A. Residential Gas Section, Eastern Natural Gas Regional Sales Conference, Hotel William Penn, Pittsburgh, Pa.
19-21 •Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.
20-22 •Indiana Gas Association, Annual Meeting, French Lick, Ind.
25-27 •Mid-West Regional Gas Sales Conference, Edgewater Beach Hotel, Chicago, Ill.
25-27 •National Conference of Electric and Gas Utility Accountants, Conrad Hilton Hotel, Chicago, Ill.
27-28 •A. G. A. Research and Utilization Conference, Hotel Statler, Cleveland, Ohio

MAY

1-4 •LPGA Annual Convention, Conrad Hilton Hotel, Chicago, Ill.
2-4 •U. S. Chamber of Commerce, Annual Meeting, Washington, D. C.
2-6 •A. G. A. Industrial Gas School, William Penn Hotel, Pittsburgh, Pa.
9-10 •A. G. A. Gas Supply, Transmission and Storage Conference, William Penn Hotel. Pittsburgh, Pa.
9-13 •National Restaurant Exposition, Navy Pier, Chicago, Ill. (A. G. A. will exhibit)
12-13 •Public Utilities Advertising Association, Sheraton Hotel, Chicago, Ill.
16-18 •Southern Gas Association, New Orleans, La.
17-19 •Pennsylvania Gas Association, Pocono Manor Inn, Pocono Manor, Pa.
23-24 •A. G. A. Residential Gas Section New York-New Jersey Regional Gas Sales Conference, Hotel Commodore, New York, N. Y.
23-25 •A. G. A. Chemical, Engineering and Manufactured Gas Production Conference, Hotel New Yorker, New York, N. Y.

Personnel service

SERVICES OFFERED

Financial-Accounting Executive—experienced in electric, gas, water, telephone utilities, seeks assignment as controller, treasurer or budget director. Skilled administrator, keen analyst. Thorough knowledge modern accounting techniques, IBM, auditing, finance, costs controls, budgets, systems and procedures, credits, insurance, taxes, pensions, government contacts. Harvard trained—business administration, accounting, financing, statistics, law. Can relocate, U.S. or abroad; knowledge languages. Available immediately. **1788.**

Public Utility Engineer—capable of planning and supervising preparation of rate and regulatory matters under management direction. Can personally testify before commissions and assist management in utility operations. Have comprehensive knowledge of public utility requirements and experience in processing matters before commissions and public bodies. Experienced in assistant to top management, consultation, contract negotiation and administration. **1800.**

POSITIONS OPEN

Home Service Director—degree in Home Economics required. Some experience in gas utility work desirable. Presently, one-girl depart

ment in Pacific Northwest manufactured gas company. Excellent opportunities for expansion as a natural gas conversion is anticipated very soon. Give full details in first letter as to education, experience, marital status and salary expected. **0752.**

Engineer—manufacturer of gas boilers requires competent engineer with managerial skill for development production and field service. Position offers responsibility, permanency and salary commensurate with ability and experience. Pleasant location in New York Metropolitan area. **0753.**

Assistant Vice-President, Operations—headquarters in New England. Must be thoroughly familiar with public utility field, including operations. To evaluate operating methods; handle preliminary development of construction and operating budgets; help analyze rates, new rate studies, and act as witness in preparation of rate cases for public utility commissions; handle labor contracts and negotiations. Age: 32-38. Salary: to $10,000. **0754.**

General Manager—required for a rapidly expand-

Plant Manager—capable of taking charge of operation of small plant manufacturing furnaces and heating equipment. Must know plant engineering, labor relations, scheduling, industrial engineering, tools, dies and machinery. Engineering degree and some sales experience in heating is desirable. Permanent position with constantly increasing potential with well rated company. Submit details about self and past experience and salary expected. **0756.**

Home Economist—for permanent home service position in Midwestern natural gas utility. Desire lady with pleasing personality, degree, age 25-38 and home economics teaching, demonstration or sales experience. Good salary, opportunity for advancement, insurance, paid vacation and other benefits. State qualifications, age, enclose picture. **0757.**

Gas Sales Engineer—semi-utility propane tank truck operation switching over to natural gas in several communities, averaging 3,000 population. Company located in the northern part of Red River Valley on the Minnesota side. Salary depends upon experience in building natural gas load in small towns. Salary range from $600 to $800. **0758.**

Operating

(Continued from page 43)

installation, prepared by gas compar
members of the subcommittee, who wi
explain and describe their displays.

The Cincinnati Gas and Electric Co., host company during the Conference, will open its facilities to inspection by delegates. Trips will be arranged to visit the company's new down-town garage;

[redacted]

pany the delegates to the Conference, including a brunch and style show at Shillito's Department Store, one of the most progressive and modern in the United States.

vance, as well as advance registration forms and hotel reservation cards. Pending receipt of this material, all operating personnel would do well to make their plans immediately to attend one of the Section's most important conferences.

Industrial relations

(Continued from page 18)

"The evidence indicates that in nearby plants drawing from the same general labor market initiation fees ranged from none to a $15 fee for journeymen. . . . The company asserts that the increase in the fee would interfere with its effort to recruit new employees because nearby plants drawing from the same labor supply either have no initiation fees—being unorganized or non-union shop—or, where under union shop, have much lower fees. The company did not submit evidence proving that its hiring had been hampered. The company did not assert that the union had a discriminatory purpose in raising its fee or that the increase would penalize any employees for failure to join the union earlier." (Administrative decision of NLRB General Counsel. Case No. 1088. Made public December 16, 1954.)

● Arbitration decisions—*Company loses grievance charging initiation fee hike violates contract*—A union may raise its initiation and reinstatement fees to five times the former amount during the life of a union-shop agreement with a check-off clause, according to Arbiter Thomas Holland, and the company must check off the new sum. The Engineering and Research Corporation brought this grievance against Local 1140 of AFL's Machinists. The arbiter was appointed by the Federal Mediation and Conciliation Service to unravel the dispute.

About five months after the parties signed a two-year contract, the local voted to raise its initiation fee from $5 to $25. The company protested this move, first before the NLRB as indicated in the above case, and later before Arbiter Holland. In both places, management's arguments were roughly the same.

The arbiter in the present award sees nothing in the company's claim which wasn't dealt with before the Board. Holland thinks there is no basis for relying on oral promises during contract negotiations, so he throws out the part of management's argument which rests on the promise of a $10 limit to the fee.

Since the Labor Board thought the new fee proper, Holland accepts that finding. His award is that the union didn't violate the contract by raising its fee from $5 to $25.

Post Office failure to deliver recall notice—Failing to answer a recall notice mailed to his home, an employee on layoff was discharged when he did not report within the specified time limit. A few days later, the worker showed up at the plant with the letter, claiming that it had not been delivered at his home and that he had picked it up at the Post Office. The employee challenged his discharge, arguing that it was the Post Office's fault and not his own that he didn't report on time. However, his request for reinstatement was denied.

In the Levinson Steel Award, this worker's failure to return to work within the specified time limit was not due to his willful failure to answer a recall notice but the failure of the Post Office to deliver it to him. Therefore, the worker should not be penalized for a situation that was beyond his control.

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